

NATIONAL EDUCATIONAL SECRETARY



February 1959
Volume 24, No. 2



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NATIONAL EDUCATIONAL SECRETARY

A professional magazine for Secretaries, Clerks, Bookkeepers, Administrative Assistants in Educational Offices
and the official publication of

The National Association of Educational Secretaries
A DEPARTMENT OF THE NATIONAL EDUCATION ASSOCIATION

VOLUME 24, NUMBER 2

FEBRUARY, 1959

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St. Louis, Missouri, July 17-19, 1959

THE REGIONAL CONFERENCES

Atlantic City, New Jersey, February 13-15, 1959

San Antonio, Texas, April 24-26, 1959

THE INSTITUTES

St. Louis, Missouri, July 20-24, 1959

Austin, Texas, June or July, 1959

This is the

"Women In Education"

Issue of the Magazine

While women traditionally have been the teachers and principals in our schools, in our modern times, women are becoming administrators and executives in our educational systems. As in other endeavors, the role of women in education is increasing.

The theme of this issue of THE NATIONAL EDUCATIONAL SECRETARY is "Women in Education." You will enjoy what Mrs. Evelyn Jones Kirmse, former President of the Board of Regents of the University and State Colleges of Arizona, has to say about educational secretaries. Dr. Betty Stocks, Assistant Professor of English at the University of Colorado, has written about our topsy-turvy English usage.

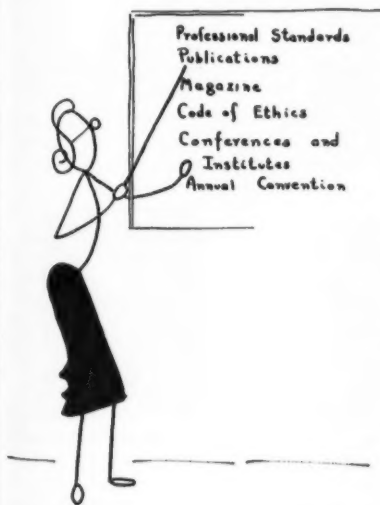
And the President of the National Education Association itself is a woman: Miss Ruth Stout. She brings us greetings from NEA.

Too, this, the February issue, is also our thank-you to the National Education

Association, our parent organization, for the guidance and assistance given to the National Association of Educational Secretaries.

The educational secretaries became a Department of NEA on July 5, 1946. The report from your NAES president in this magazine tells of the current activities of NAES and NEA.

Yes, we appreciate the helping hand of NEA and are proud to be a part of the biggest business in these United States—the education of our boys and girls.



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According To Your NAES President

RACHEL MAYNARD
College of Business
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Tucson, Arizona

Will each of you join me in a swelling chorus of voices as we congratulate the National Educational Association on the completion of the beautiful Headquarters Building at 1201 Sixteenth Street, N.W., Washington, D.C.

The National Association of Educational Secretaries is proud to be a department of the National Education Association. We think NEA is pleased to have us as one of their departments. They really do many things for us.

For instance: With NEA, NAES has prepared a brochure advertising for sale our publications, *FILE IT RIGHT*, *BLUEPRINT FOR ACTION*, *ACTION AND REACTION*—all three for \$3.25, a saving of \$1 over the single copy price. This flyer is a clever mailing piece, with the envelope attached, ready to mail back. Mr. Sidney Dorros, Director of the Publications Division and Miss Polly Harrison, his assistant at NEA, suggested it after we had sent in our ideas for the flyer as worked out by our own NAES Publicity Committee.

You will be interested to know that with the National School Public Relations Association, we are mailing 50,000 of these flyers to secondary school principals, superintendents of schools, and elementary school principals. Without the help of NEA we never in the world could have used these important mailing lists or created such an outstanding advertising piece.

NEA is working with us on our newest publication, *PLAN YOUR WORK—AND DO IT*. You will recall that last year, through the NEA Research Division, 1700 questionnaires were sent out. The returns were tabulated by Mr. Lambert and his assistants; and last summer our own Publications Committee, with Marion Wood as chairman, started to write. The manuscript is now in the hands of the NEA Publication Division for layout and art work.

Each May, two officers of NAES, the president and the corresponding secretary, attend, with two officers of all other departments, a two-day meeting at the NEA Building to learn how NEA operates, to hear new plans, to meet members of the HQ staff and officers of other departments. Other departments suddenly learn of educational secretaries as colleagues in a professional association.

Among our many friends at NEA, we have two whom I wish all of you could know. There is Dr. Lyle W. Ashby, Assistant Executive Secretary for Educational Services, who is our liaison with NEA. And then there is Dr. Frank W. Hubbard, Assistant Executive Secretary for Information Services, who helped us with our first publication, *FILE IT RIGHT*, and who has been our good friend ever since. Both Dr. Ashby and Dr. Hubbard are honorary members of NAES.

On our side, we try to encourage annual and life membership in NEA among our own membership. Many of our NAES members are active NEA members. We participate in NEA activities: we are holding a departmental meeting at the NEA Convention this summer; our meeting in Atlantic City this February is in connection with the American Association of School Administrators. Many of our affiliated associations are also affiliated with the state or local education associations in their own state or city.

Yes, we owe a lot to NEA. Each year at this time we publish our thank-you-to-NEA issue of this magazine, this year on the theme "Women in Education." Thank you, NEA.



The NEA Educational Center

NEA DEDICATES NEW EDUCATION CENTER IN THE NATION'S CAPITAL

The building that the faith of more than a half-million American teachers built—the Education Center of the National Education Association—is to be dedicated during two days of special ceremony in the Nation's capital, February 8-10.

Called the "miracle on Sixteenth Street" by Frank W. Hubbard, NEA Assistant Executive Secretary for Information Services, the new home of the world's largest professional organization is a monument to the American teacher and to the Association which is dedicated to the "Welfare of children and to the education of all people."

The gleaming 8-story structure of blue-green glass and white marble represents a \$7,000,000 investment by more than a half-million teachers and members of affiliated educational organizations. Funds to build the Center were raised during a five-year campaign which was launched in 1953.

Among the distinguished guests invited to witness the Dedication Days ceremonies will be members of Congress, government

officials, NEA officers, state directors, presidents and executive secretaries of state education associations; and a representative group of presidents of local education associations.

NAES TREASURER REPORTS DUES NOT BEING SENT

Isabel Paddock, NAES Treasurer, reports that some state and local treasurers are holding up the National dues collected by them and are not sending the money in promptly.

"This causes complications" explained Iz. "NAES is sending out reminders to all those who did not renew last year. I am receiving a good many indignant letters from secretaries who have already renewed through their own local treasurer but whose money has not yet been forwarded to the NAES treasurer.

Iz, who processes all NAES dues and sends out the NAES membership card within 24 hours of receipt, urges all collectors-of-NAES-dues to send in all the dues they have AT ONCE. Her address is Warwick Central Valley High School, Warwick, New York.

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Greetings to National Association of Educational Secretaries



RUTH A. STOUT
President
National Education Association

An able and ethical secretary not only keeps the school system operating smoothly, but actually creates in the office the climate which extends throughout the school or school system.

The National Association of Educational Secretaries and its members deserve commendation for the extent of the organization's program and its professionalism. At the prime of youth, your organization, in its twenty-fifth year, is following in the footsteps of the more mature NEA. Concerted effort has resulted in schools which each year are better than they have ever been before, but which must become still better to meet the needs of an increasingly complex and changing society. Along with the professional teachers of this great land, you, the educational secretaries, have helped us all realize the truth of the themes for the centennial year and the beginning of our second century. You too believe that "An Educated People Moves Freedom Forward." You know better than many persons, that "Our Future Goes to School Today." Join with us this year in bringing the realization that "Quality Teaching Opens Windows on the World."

This month the new education center in Washington will be dedicated. The NEA building of many windows opens doors of service for the nation as each of you daily opens doors of service in your respective offices and communities. We must all keep faith in the public school systems of America, in the worth of each individual, and in the ideal of educating all children for responsible citizenship.

Extremely important "Women in Education" are the educational secretaries. Their responsibility for effectively functioning schools or school systems increases every year. The difficulty of the educational secretary's work also increases each year.

In this nation, we are finally on the threshold of achieving one of the ideals for which this nation was founded—educating all the children of all the people. Each of you, as an educational secretary, meets all kinds of publics and all kinds of children. Frequently you are the *first* school person to meet a parent or a pupil. First impressions are often lasting. Sometimes, because you are the *only* direct contact with the school, to the patron you are the school. Therefore, added to all the functions usually expected of efficient secretaries, is that of public relations.

You need the telephone voice, the receptionist personality, and the diplomacy of an ambassador, along with the skills of a secretary. You must combine wisdom, intuition, humor, patience, and efficiency. And you must be able to "bird-dog" any teacher, student or administrator at any hour of the day.

Women in Educational Service

by

MRS. EVELYN JONES KIRMSE
Former President, Board of Regents
University of Arizona and State Colleges
Tucson, Arizona



Mrs. Kirmse has served as both treasurer and president of the Board of Regents. She has taught at the elementary, secondary and university levels; served as dean of women, and assistant professor of education. Her office experience in education includes clerk in a college registrar's office; secretary to a dean of an engineering school, and clerk-typist in a government department in Washington, D. C.

Time was, when little girls were not expected to need as much formal education as their brothers, and the only serious consideration of learning involved teaching the masculine branch of the species. Then the male schoolmaster was in almost complete control of the field of education. But by the beginning of the present century, with public education for both boys and girls well established and even opportunity for a few venturesome females to proceed as far as college, women teachers had begun to dominate the classrooms in the elementary area and to some extent in the high schools. There the feminine influence stopped, for few women reached the administrative ranks above "eighth grade principal." Nor is the battle for equal opportunity with men in educational administration won even today. In

order to be seriously considered for a high post, a woman, it seems, must be even better qualified than most men who are appointed. It is rare that a woman is seriously considered for a top position in administration. This is true even in the case of the women's colleges where most of the presidencies and important deanships fall to men.

Yet there is one area in educational administration which offers unlimited possibilities for qualified women. That is the field of the secretary in education. Some of these positions offer relatively good pay—higher in some instances than many top teaching salaries. Along with this, a certain prestige attaches to their jobs. Best of all, however, is the sense of accomplishment which comes in performance which contributes to the effective results of the executives for whom they work. More and more the women who are serving as secretaries to those in key positions in education, as well as in other fields, are being accepted as key persons themselves. They are worth as high pay as their superiors can bludgeon boards of control into providing; for without the understanding efficiency of their services and the loyalty which they display in carrying on their duties, many an able administrator would fail. These women are nearly all college graduates and have been well trained in business. It was not always so.

Many years ago, a young, "two-finger hunt and peck typist" was sworn in as a civil service employee to help win the 1918 "Battle of Pennsylvania Avenue" at the then magnificent salary of ninety dollars a month! This was my beginning in office work—a beginning which, because I never learned shorthand, led me by the back door into a career in education. There was a war on, and not enough people were available to wind and unwind the red tape of government. Even a green, untrained lass of 18 could find a berth. It was a job-seeker's, not an employer's market!

Even the emergency conditions which led our benevolent Uncle to accept the writer with her almost total lack of experience and preparation were not so very different from conditions which obtained in normal times. What was true in government in this instance was true also to a lesser extent in many other offices, especially in schools and colleges where the atmosphere was quite informal as compared to what went on in the outside business world.

A fair degree of proficiency in typing, and ability to crank a mimeograph without smearing too much ink, and a young woman was accepted as being qualified for the general run of office jobs. A high school graduate who could transcribe shorthand accurately, correct the boss's errors in grammar and phraseology, and had that certain something which we allude to today as a "feeling for public relations" might aspire to become secretary to one of the top brass.

My own experience was not unique. I owe my opportunities for experience in educational administration to the fact that I never learned shorthand! I was secretary to a dean, at heart one of the kindest men who ever lived. However, both students and staff lived in terror of his temper and his violent outbursts when anything less than perfect performance was offered him. It was my good fortune, one morning, to open the wrong end of a carton containing a wax cylinder of an old-fashioned dictating machine into which my boss had talked until midnight the night before in the effort to move a large batch of important correspondence off his desk. When the cylinder was smashed into little bits, all over the floor, I anticipated some fate, but angry as he was, the old man grunted a skeptical acceptance of my offer to write the letters myself without his dictating them again, if he would just tell me briefly what he wanted to say in each one. It worked, and I never had to take dictation again!

Gradually I was given more responsibility, and when later I found myself in the place of a combination secretary and assistant to another college dean who found it necessary to be away from the job often, my experience broadened and my responsibility increased, and I was on my way. That was a long time ago. It couldn't happen now.

Today, the old-time folksey atmosphere of informality in education offices has of necessity disappeared, for education itself has become big business and must be administered as such. Secretaries to school superintendents and college presidents are working with men who control and administer budgets in multiples of millions, and who are often at the head of organizations employing hundreds and even thousands of workers of all classifications.

In such an atmosphere the preparation and training of those who carry on the jobs in administration has had to keep pace with the development of education as a business. There are no longer paid openings in the offices for self-taught typists with no shorthand and unfinished schooling. Secretarial and major clerical positions must be filled by professionally trained people. Most of those holding such posts today are not only well-trained and experienced in business, but they are also college graduates.

In such a discussion as this, however, our interest should not be focused on the top positions for their own sake. There is a vital problem which demands our attention. This concerns the lot of all workers in the education offices. If the top positions are to be filled, training and experience should be provided in the less important jobs. This cannot be accomplished unless wages at these levels are sufficient to attract and what is more important in the light of the high rate of turnover to hold workers. Many who leave us, love the school atmosphere and want to remain, but cannot afford to when they compare the poor salaries offered with pay available in the business world.

The need for higher faculty salaries has received much public attention lately. The problem of relatively low wages for what is expected in the way of training and performance is just as acute among the office personnel in education.

When working conditions, load, potential salary increases and various fringe benefits such as the extended Christmas and spring vacations, are under discussion, too often the girls in the offices are numbered among the forgotten few. Especially is this true in public institutions where school administrations are so nervous about taxpayers looking over their shoulders. There is no real excuse to keep teachers on duty when there are no

(Continued on page 29)



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Our Anemic Language

by

BETTY T. STOCKS
University of Colorado
Boulder, Colorado

Dr. Stocks taught a refresher course in English at the Institute at Boulder this past summer. She has wrestled long with classes in English—at the University of Minnesota, where she took her Ph.D., at the University of Washington, and at the University of Colorado. Her official title is Assistant Professor of English in the Extension Division.

This past summer I spent two far from restful weeks—never have I had so many questions hurled at me—with some thirty educational secretaries who, inexplicably, were wearing away lovely mornings in a refresher course in English instead of climbing mountains. When I was first asked to teach the course, I said, "What the deuce do they want!" When I, in turn, had the class write a theme enlightening me, I found out; the University of Colorado's courses in remedial composition, first-year composition, second-year composition, vocabulary building, and advanced grammar would probably have filled the bill. My first reaction was dismay; sheer arithmetical possibility was against me. My second, however, was that of a battle-scarred crusader: here is what I've been looking for all my life—students who really care about the way English should be spoken and written. On the I trust valid assumption that my thirty secretaries represent a cross section of the readers of NES I herewith send forth a heartfelt plea that you will help to revive our languishing English style.

Notice, I am not referring to "bad English." Never—well hardly ever—did my students use *lay* for *lie* and *like* for *as* (unanimously they disapproved of the notorious cigarette slogan) or perpetrate a *He* done it. Nor am I particularly concerned about simple grammatical forms. Any college or secretarial handbook will, if necessary, show what is wrong with "He is a young man *whom* I think could do good work," "The cost of labor and supplies *have* risen lately," or "I have just heard about *him* winning a scholarship." Even a confusion between words is rela-

tively insignificant. The same handbooks and dictionaries soon let one know whether to use *ingenious* or *ingenuous*, *illusion* or *allusion*, *altogether* or *all together*, *flout* or *flaunt*, and (but really reach for your dictionary here, Madame Secretary!) *imply* or *infer*.

As a matter of fact most educational secretaries I have met know this sort of thing already, though occasionally they are modestly tentative about their knowledge. If, from the point of view of "correctness," some of them have a fault, it is being too correct. Politely—oh, very politely—I was taken to task for prepositions tumbling at the end of sentences and infinities merrily split. I could feel the strain of eyebrows carefully being held in position as I peppered my lectures with *get* and *got*. At the same time I could detect the glee of others who had been forced into a linguistic priggishness they didn't for a moment believe in. To both groups I say, "Read plenty of good—not academic!—prose, buy a copy of Fowler's *Modern English Usage*, and relax.

Do I seem to be false to my calling and opening the door to *them things*? Not at all. It is finicking, historically inadmissible, schoolmarmish "correctness" I deplore. And I suspect that such false correctness is the first step toward worse ills, toward the anemic style feebly dragging its way through half the stuff, mis-called prose, that we are forced to read. The person who conscientiously writes, "This is a problem about which we are concerned" or "Where may we procure a copy of the report?" may one day sink to the depths—right down to "There are many individuals in areas contiguous to our community who are of our opinion that the relationships between the schools in these localities and the institutions of higher learning . . ." But let us stop. It is parody, I grant you, but too close for comfort to the real thing.

Before our language succumbs to pernicious anemia, let us view some of the

symptoms of the simple, curable sort which, one hopes, is all that it is suffering from—as yet. The examples I cite have been drawn from my colleagues, my classes, and, I admit it shamefacedly, myself.

The first, easily cured by Webster and a little thought, is imprecise use of words that have long had a precise meaning. Little by little these words are being lost to the language. Someone writes, accurately, "Professor Jones has drawn a nice distinction between modesty and prudishness." Already quite a few of my students have a vague notion that the distinction is pleasant. Or perhaps we read, "The Dean has worked *disinterestedly* for academic freedom." It will be a sad day when the poor man is thought to be bored by the whole problem.

The next differs little from the first, though its effect is more likely to lead to fuzziness and monotony than to misapprehension. Everything, from a new brand of margarine to Pasternack's *Doctor Zhivago*, is "outstanding," or if not it is "unique" or preferably "very unique." One regrets the weakening of a useful word (the MS of the Beowulf, after all,

really is unique), but even more one yawns at the deadly dullness. Must we always "contact" everybody? Do we, the "majority" of the time, have to be surrounded by many unpleasant "individuals"? (They may be unpleasant, but I'll wager they are as alike as peas in a pod.) Must we . . . enough, however.

On to the barbarisms and neologisms, the Johnnie-come-latelies that make one cringe before one yawns. Their number is legion, their place of origin often the newspapers and the advertisements; but they have swarmed into the schools and colleges. When I first saw up used as a verb in a newspaper caption, I grinned; last week I read in an official publication of a reputable university that salaries might soon be upped, and I had no grin available. A 1959 automobile may be "a must," but I should prefer to have well-trained teachers called "necessary." During the past year I have heard administrators I ordinarily respect use *budget-wise* and *schedule-wise*. (Yet they are themselves tolerably wise, and they don't even wear grey flannel suits.) The true

(Continued on page 16)

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Secretaries Are More Than Two-Thirds

by

GORDON GRINDSTAFF

Assistant Principal

Wilmette Junior High School

Wilmette, Illinois



Mr. Grindstaff received his A.B. and M.A. degrees from Stanford University and a doctorate from Columbia University. He taught in Washington State and served as secretary and professional assistant while at Teachers College, Columbia University. At the present time he is assistant principal of Wilmette Junior High School.

Typist and tardy clerk—that's one way to describe the school secretary. Her boss sometimes thinks of her as such. Students and parents conjure up scenes of the secretary performing these jobs. And even school secretaries themselves at times picture their own lives as centering only around the work-a-day tasks of office worker and receptionist.

This two-task picture of the secretary is only two thirds of the view. Secretaries have a third dimension. They are also interpreters of information and attitudes among people. This role of the secretary is essential to make the picture of her job complete. It adds the depth which makes her job a vital one. It is a role which betters or hampers the educational program for the young people attending that school. Yet it is the role most often neglected in selecting and in dealing with secretaries.

The traditional two-part view of the

secretary results in a way of thinking about her which has its emphasis on the operation of an office. As an office worker, her functions include those mechanical duties of taking and typing dictation; of filing and maintaining records; of ordering, stocking, and issuing supplies. In larger high schools, these activities are sometimes delegated to other people, and the secretary directs them. Usually, however, these jobs are within her province as office worker. Her functions as receptionist bring the secretary to be a greeter of visitors and an appointment maker.

The third and third-dimensional job of the secretary is interpretative. It has its emphasis on the relationships among people. It is based on her translation of information and ideas between people. This role of the secretary is based on her position in the line of communications, where she is the transformer of a current of ideas, opinions, and attitudes.

As an interpreter, the secretary has a great deal of influence in the success of an educational program. She explains; she defines; she translates meanings. Her interpretations, taking place the whole day long, concern all with whom she comes in contact:

Youngsters. Young people entering the main school office represent a variety of situations ranging from the tardy boy to the girl who spends one hour a day working in the school office. The human interrelations vary as much as do those of the teacher. Indeed, the secretary is herself a teacher when she clarifies and emphasizes school rules to the tardy boy and when she explains and directs good office procedures for her teenage helper. Her lessons can be effective or ineffective. The time and means for encouragement and for cautioning can be helpful or not. The actions of a secretary who is insensitive to youngsters can be disastrous.

Teacher. The secretary is a source for

school regulations. She translates school regulations to fit the local school. She is a sounding board for a principal's opinions. She's a bureau for complaints and a broadcaster of constraints. To new teachers, she is Miss Inservice Training herself; to tenured teachers, she is Miss Helpful Hints.

Parents. Miss Typewright communicates information to Mrs. Pariente over the telephone. Her choice of words conveys an attitude. The actions and reactions of Miss Typewright multiply. They create and carry data and attitudes about a school which snowball to make a difference in the life of that school.

Principal. As the boss's adviser, the secretary performs one of her most influential tasks. There is a difference between the secretary who tells the principal, "Mrs. Uppsette telephoned. She'll call later," another secretary who says, Mrs. Uppsette telephoned. She'll probably call later," and a third who says, "Mrs. Uppsette telephoned. She was upset and said she'd probably call later." It makes a tremendous amount of difference whether the secretary says that Johnny Joannes was tardy for the thirteenth time or whether she adds to this, "I found out that he has been tardy because . . ."

A secretary's role as interpreter adds depth to her job in all of these ways. What, then, can principals do if they consider the secretary's role as interpreter to be of the greatest importance?

1. They can encourage people in the communication web which encircles the school secretary to answer two fundamental questions: (a) What is the basic purpose of a school secretary? and (b) What, then, are the roles of an effective school secretary? The emphasis can be primarily on transcription—details involving correspondence, records, supplies—or it can be primarily on translation—human relations involving the interpretation of informations and opinions.

2. Principals can hire in terms of the secretarial role which they deem most important. They can consider selecting secretaries who view their own job as contributing to the principal. Then, too, a secretary's liking for young people, as well as her creativeness, become considerations in hiring.

3. Principals can deal with secretaries

according to the predominant secretarial role which has been determined. Secretaries deserve rights and obligations commensurate with their role. In many instances they can be given more freedom to use their role. In many instances they can be given more freedom to use their own discretion and to be creative in ways they themselves think important. Inviting the secretary to participate in staff meetings is important if a secretary is thought of as an adviser-teacher.

4. Principals can urge that secretarial training institutions and secretarial courses interpret the roles of the school secretary in terms of the educational setting. Secretaries are often all grouped together as "secretaries." They differ from each other in basic function and in roles. The school secretary is as different from the secretary in business and industry as the principal is from the business manager.

5. Principals can urge that the role of the school secretary be given specific consideration in the training programs of secondary-school administrators. Merely a brief discussion of secretarial functions—in terms of "why" rather than "how"—can itself do much to broaden the perspective of potential administrators.

Secretaries are influential people. They affect the quality of the program in every secondary school. Their effectiveness lies more in their translations than in their transcriptions. The information and ideas that are carried from person to person by way of the secretary become a real part of the success of a school program.

The more sensitive secretaries are as interpreters, the more they will increase their service as school personnel. The way a principal views the role of his secretary determines whether the secretary will be a vital contributor to the school program or merely a two-thirds person.

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The One Girl Office

by

MRS. LORETTA NELSON

Secretary to Superintendent of Schools
Barnesville, Minnesota



I thoughtfully sat down at my desk and idly looked at my calendar. Another busy day was ended and I had promised myself that I would begin my article on the One Girl Office. For days I had been filled with eager anticipation. Wasn't there a thousand things one could write about? But how would I begin? It was one thing to mutely consider the passing parade of ideas, but quite another feat to capture just the right ones and make them come alive on paper. The thought sneaked in to me that I had read somewhere that writing was a little like dying, you had to do it alone! But casting morbidity aside and with no more ado I decided to just spin the wheel and let it stop where it may—at any day in the life of the One Girl Office Secretary. So be my guest.

I have stoutly maintained that it would be no great shock to me if the first conqueror of "outer space" will be the school secretary. Hasn't her job been "out of this world" anyway? I refer lovingly of course to the one girl office secretary, without whom I am naturally convinced that school life couldn't go on! I pause briefly to point out that not even Mr. Webster could define her job, it is so varied. But if you are curious or willing, we shall consider

one winter day in the life of our "gal Friday." It is a day much like all others, but this shining morning she has decided to settle herself in the sick room for awhile. Ah no, she is not ill, she feels fine, but it is such a lovely, quiet place to balance the books! She does not know that the 3 day flu has hit the first grade. After assisting with the mop four times her own office seems much more the logical place for bookkeeping.

She returns to her desk to find 6 envelopes of money thereon with no visible means of identification. While she busily wonders if it is Hot Lunch, Group Benefit, Lyceum or Activity money, her eye falls on a brief scrawl from the boss. Seems the Board of Education is calling a special meeting that night, and would she type up a financial report? She gives herself an hour of yes - interrupted bookkeeping, oblivious to the fact that the sky outside has darkened considerably. You perhaps wonder why the sky has anything to do with her work, but I assure you that it does and has no connection with Sputnik. But back at her desk the day's untyped bulletins slyly peek from her basket and she is also aware that the boss is gazing uneasily out the window. Small swirls of snow are blowing about making weird patterns on the ground and a menacing sky adds more to the picture. Minnesota blizzards are unpredictable at times. Shall the busses be sent home early? They both remember the day they decided it was just a "squall"—they found lodging for 400 kids in town that night. "Well," our heroine worries, "that is the boss's department." So with one eye on the copy and an ear on the weather reports she types hopefully on. By this time the phone is jangling with steady insistence. "Are you sending the children home early?" "Please find Johnny, Susie, Judy, etc. and tell them to not go home on the bus, but go to grandmas." After hanging up and wondering which grandma, she repeats this

procedure until the radio report goes out that all is well and busses will go out at the usual time. Need I elaborate that after an hour of this that a morning spent in a tiger's cage would be more relaxing? So it goes, but happily the sun has decided to smile and so does she as she realizes the morning has slipped away and it is lunch time. She just has enough time to neatly leave her unfinished tasks and hurry into the cafeteria to sell noon lunch tickets. At one pm she returns from lunch to find a delegation from the sixth grade. Would she come into the Library at 2 o'clock and help judge a declam contest for the next P.T.A. meeting? Bur miracles do happen and time flies as the saying goes, and the end of the day finds our secretary slightly wilted but definitely still in the race on her way to a faculty meeting to take notes.

Would she trade her job for any other on earth? Never, for it is in the one girl office that a unique privilege is hers. For here lies a special opportunity to serve. The one girl office secretary is a little of everything. She is receptionist, typist, bookkeeper, cashier, nurse and Jill of all trades. Yet here one fact remains. She can be master of ONE. A sincere desire to help everyone from kindergarten Billy to the eldest member of the P.T.A. A chance to serve, if only sewing a button on a first grader's pants, showing a parent around a proud new school building, working on a P.T.A. skit or just being pleasant on a routine job. She has a small world of her own to make of it what she will. Her opportunity to learn is boundless. She works closely with congenial people with highly professional attitudes and skills. If she doesn't talk when she should listen, there is a wealth of learning she can accumulate because of the close contact she has with so many phases of school work. In a large office the staff is many and the work more impersonal. Her work has the human touch, a unity with every part of the life of the school. She has direct contact with youth which is in itself an inspiration. My understanding boss once told me that working with older people is sometimes pretty routine and staid. But working with youth keeps one ever looking forward with continual enthusiasm and wonder of what is yet to be.

Lastly, we know this to be true, that more than often the first contact a parent

has with the school is the girl behind the desk in the small outer office. Her cheery smile and willingness to help is a real asset in making her school the friendly place it should be. Intelligence, kindness, patience and tact is a quartet that harmonizes well with the old tune "School Days" and nowhere is there a better place to practice it than in the small school office.

OUR ANEMIC LANGUAGE

(Continued from page 12)

shock came when a colleague was reading minutes: "Miss Stocks moved that we structure our meetings." I protested that I'd be caught dead before using *structure* as a verb; the minutes stood approved as read.

The last and worst stage of the disease occurs when words just pour out unchecked. Then we get "It will be necessary for him to be in attendance" instead of "He will have to attend." "Because" swells out to "due to the fact that." People are always studying "in the field of" business or education or what you will. In a source that had better be nameless appears "If it is impossible for you to attend the session assigned, contact the central information desk in the lobby of the library for assistance in the use of the library." I hear myself saying to a class, "In most instances this week's themes are on the whole pretty good." Such usage is at least as bad as Hamlet found the uses of the world: weary, stale, flat, and unprofitable.

You see, of course, the sort of mischief I am up to. No one can, single-handed, save the language. (Teachers of English frequently despair of giving it any help.) Educational secretaries, however, can do their bit; hence my initial plea. Those who write minutes and reports can discipline their own style. As for those who must take dictation? Well, you secretaries are resourceful enough to bore from within, from without, and laterally (in the words of the *New Yorker* cartoon). With infinite tact and cunning you may perhaps make a boss improve his expression in spite of himself.

Speaking Nationally....



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MISS WILMA R. HAIGHT

Secretary to Board of Education

Glen Ridge, New Jersey

Associate Editor, NES

ODE TO ATLANTIC CITY REGIONAL

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Atlantic City, New Jersey
Claridge Hotel

February 13-14-15
1959

PROGRAM

- | | | |
|-------------------------------|---|--------------|
| | February 13, 1959 | |
| Registration and Open House — | (7:30 - 11:00 p.m.) | Park Lounge |
| | February 14, 1959 | |
| Registration — 8:30 a.m. | | Promenade |
| General Session — 10:00 a.m. | | Trimble Hall |
| Presiding — Welcome: | Mrs. Rachel Maynard, President National Association of Educational Secretaries | |
| Greetings: | Miss Dorothy M. Woodward, Representing New Jersey Association of Educational Secretaries | |
| Speaker: | Dr. William Hamilton, Dean of Instruction, Pierce School of Business Administration, Philadelphia, Pennsylvania | |
| Coffee Break — 10:30 a.m. | | Trimble Hall |
| Panel — 11:00 a.m. | | Trimble Hall |
| | Topic — PLAN YOUR WORK — AND DO IT | |
| | Moderator: Mrs. Marion Wood | |
| | Miss Emma Castner | |
| | Miss Edith Hammond | |
| | Mrs. Burnes Jones | |
| General Session — 2:00 p.m. | | Trimble Hall |
| Panel: | Topic: Professional Status of the Educational Secretary | |
| | Moderator: Mr. Lee Demeter, Coordinator School-Community Relations Great Neck, New York | |
| | Dr. Frederick L. Hipp, Executive Secretary New Jersey Education Association | |
| | Dr. William Stover, Superintendent of Schools Linwood, New Jersey | |
| | Mrs. Louise Nelson, President Emeritus National Association of Educational Secretaries | |
| Banquet — 7:00 p.m. | | Trimble Hall |
| Chairman: | Mrs. Ida E. Winter, President Educational Secretaries Association of Philadelphia | |
| Speaker: | Dr. Allen H. Wetter, Superintendent of Schools Philadelphia, Pennsylvania | |
| | February 15, 1959 | |
| Breakfast — 9:00 a.m. | | Trimble Hall |
| Chairman: | Miss Jean Molgard, President Connecticut Association of Educational Secretaries | |
| Speaker: | Dr. Henry M. Halsted Educational Policies Commission National Education Association | |
| | Topic: Teaching International Relations | |
| Local Chairman: | Atlantic City Regional Conference | |
| | Miss Dorothy M. Woodward | |
| | George Inness Jr. High School Montclair, New Jersey | |
| | Mrs. Anna G. Johnston, President New Jersey Association of Educational Secretaries | |
| | 21 Sherman Avenue East Orange, New Jersey | |

San Antonio Regional



by

VIRGINIA MATHONY

**Secretary, Whittier School of Adult Education
Whittier, California**

Associate Editor, NES

Conference time is just around the corner again, and whether or not you turn that corner depends entirely upon you.

All arrows point to it, all roads lead to it, but you have to take yourself in hand in order to get there.

Conference time is when we all line up for a 'booster shot.* Only this booster shot is not painful. It is fun and the after effects are very pleasing and rewarding. The serum used is made up of ingredients that suddenly make you very enthusiastic about your job; you are full of new ideas and anxious to put them to work and to share with others when you return to your job; it brings out a feeling of self-confidence to those who have never been quite sure of themselves; it makes you eager to learn more about your job so that you can be more helpful to others. You'll be so enthused that you will 'talk' convention to everyone when you return and your co-workers will thank you for telling them about your experience and they will want to go to the next conference.

(*Thanks to the gal that coined this phrase at Boulder last summer).

Fiesta de San Jacinto and Texas National Association of Educational Secretaries and National Association of Educational Secretaries Regional Conference—all in one big package, April 24, 25, and 26, 1959.

Lula Mae Klem, Convention Chairman, says, 'Fiesta time in San Antonio is no place like home,' and invites 'you all' to come and see for yourselves what it is like.

The conference program is as follows:

April 24— 8:00 a.m.—Registration

7:30 p.m.—'Tamalada' and social hour.

April 25— 7:30 a.m.—Registration for those who arrive late Friday or on Saturday morning.

8:00 a.m.—General Session.

The speaker for this session will be Mr. Tom Portwood, Superintendent of Schools in San Antonio.

9:15 a.m.—Coffee Break

9:45 a.m.—General Business Session—TESA.

12:30 p.m.—Luncheon. Rachel Maynard, President of NAES will be the speaker.

2:30 p.m.—Business Session

April 26— Devotional Services at La Villita.

There will be plenty to do socially, too. Lula May says that the San Antonio girls will include 'as many of the available attractions as possible: the huge Battle of Flowers parade on Friday afternoon, the world renowned Flambeau Torchlight parade on Saturday night,' and there will be time to visit La Villita, the reconstructed Mexican Village. On Sunday, following the devotional services at La Villita, there will be a scenic bus tour of the Alamo City, visiting parks, missions, and other spots of historic and scenic interest.

Hotel Reservations

The Hilton Hotel will be the headquarters and reservations should be made directly with the hotel by April 17. Single rooms are from \$5., double from \$7., twin from \$2, and suites for 1-4 persons are \$22. Three or more in a room dormitory style, is \$3. each.

Convention Reservations

Make your Convention registrations with Mrs. Kathleen Weffing, Chairman of the Registration Committee. Her address

is 1903 W. Woodlawn Avenue, San Antonio 1, Texas.

Here are some more prices to help you plan your budget. Tamalade Buffet, \$2.50; Luncheon on Saturday, \$3.50; Battle of Flowers \$1.50; Flambeau Parade \$1. Tour of San Antonio \$2.75; Registration fee \$2. Add the dues you owe, and start saving your pennies. Both parades can be seen without cost, if you prefer to stand.

Weather Report

The weather in April is usually warm in the daytime, and cool at night. Bring a topper for evening and a cotton dress for daytime plus anything else you think you may need. Oh yes, sometimes it rains in April, so it might be well to come prepared.

Those of you who have attended conventions know that they are worthwhile experiences. If you have never attended one, make this one your 'first' and you will want to attend many more.



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SUMMER INSTITUTES

WILMA R. HAIGHT
(Wistful Willie)

Rooty-toot-toot, the Institute! I sit me down under instructions from Ye Editor to write an article telling you all about summer institutes and why you should attend them. O pop-eyed reader! I have a confession to make. I am a poor, benighted soul that has never been able to attend a National Institute. This puts me in the same position as the old maid who takes pleasure in telling her married friends how to bring up their children.

And don't think I haven't done that too!

At Institute time I am sealed up in my hot little office madly juggling the books in preparation for the Coming of the Auditor. And those postals from you happy souls who are at Boulder or East Lansing or wherever, saying "Having wonderful time—wish you were here," cause me more frustration than the Trial Balance.

But I've done research on Institutes. I've talked to people who have attended them year after year. They tell me the steak fries are super; the boat trips are dreamy; and you pick up the best recipes from your roommates.

All right—I'll be serious. I know that eating, paddling around in boats, and discussing what to do with last Sunday's leg of lamb are a very small part of institute programs. Opportunity is provided for mental expansion as well as physical.

To quote our Noble President, "Institute courses are designed to increase the general area of knowledge of the educational secretary as well as to increase her technical competence." General Session speakers are of the highest caliber. Discussions are stimulating and thought provoking. Here's a chance for you to earn credits for that National Certificate.

And you'll meet the nicest people.

On the following pages we give for your edification the preliminary plans and programs for the Institutes to be held at Washington University, St. Louis, Missouri, from July 20 to 24, and at the University of Texas, Austin, Texas, in July.

Have fun, you lucky people who can get to these Institutes; and send me a postal!

Election of NAES Officers

by

CORINNE MESSENGER, Chairman
Election Committee

Each year, half of the officers of the National Association of Educational Secretaries are elected. This keeps some of the experienced ones on the Board at all times.

About the time, or shortly after, this issue of the Magazine appears, members of the NAES will be receiving a synopsis of the qualifications of the candidates for current election, along with the ballot for expressing their preferences.

The candidates appearing on the ballot have been selected from names of recommended members sent to the committee by the current officers and other NAES members as a result of an appeal by the Election Committee through letters and the October issue of the Magazine.

Most careful consideration has been given the preparation of the ballot. As you receive this ballot, you will notice that a number of familiar names—names of officers who have served for several years in one place, or two or three—are missing. We regret to lose these faithful members of the official family with all their valuable experience, but all of them have most valid reasons for not appearing for a second term or for another office. This is a "thank you" for them, but not a "good-bye" for we shall be expecting them to continue with their presence at the meetings and to be ready with their counsel and guidance when needed. Some will continue in the work as members or chairmen of standing or special committees and will, thus, continue to be of inestimable value to the Association. Committee Chairmen are members of the Board by virtue of their appointment, so their help is assured.

But our loss is also our gain, for there are new names on the ballot which will bring new faces on the Board. They will be most welcome to officer positions and will bring new ideas and enthusiasm to the Association.

The Election Committee wishes to thank those who sent in recommendations for candidates, and to congratulate those who were recommended. Every person who was recommended was notified of the hon-

or. The committee felt that this was an honor which should be made known to those for whom it was intended. Furthermore, this committee wishes to express sincerest appreciation to the ones who were willing to allow their names to go on the ballot. We believe the candidates appearing on the ballot are true, loyal NAES workers and that any one of them will serve well in the capacity if elected.

To those who were recommended, but whose names are not on the ballot, we extend a most special "thank you." Your names will be sent to the President so that she will have the opportunity of asking you to serve on some of the many committees. They will also be left in the election file and sent on to the next Election Committee.

Again, thank you all for your cooperation. Mark your ballots when you receive them and return them according to the instructions indicated. Let's have a big vote this time. We have about 3000 members—let's have as many votes.

Election Committee Members:
Winnie Bolinger, Eugene, Oregon
Lois Lillie, Camden, Delaware
Opal Falk, Wichita, Kansas
Sara Milner, Atlanta, Georgia
Corinne Messenger, N. Little Rock, Ark

The latest communique from St. Louis states that 1959 Convention plans are well under way. Headquarters will be at the Coronado Hotel. Institute classes will be held on the beautiful campus of Washington University and will be of high caliber, with an impressive line-up of outstanding speakers.

The social side of the well-adjusted secretary has not been overlooked. Convention-goers are promised a trip up the Mississippi River on a barge boat, a backstage tour of the famous St. Louis Municipal Opera in Forest Park, and a ball game.

Our best to you!

IT'S not too late to tell you, School Secretaries, that we Ginn folks sincerely hope that every one of you finds *loads* of happiness in 1959.

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We look forward to seeing you shortly.

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NAES DEPARTMENTAL MEETING TO BE HELD AT NEA CONVENTION NEWLY ADOPTED POLICY OF NAES BOARD

The Executive Board of the National Association of Educational Secretaries, at a meeting held during its 1958 Annual Convention in Boulder, decided to hold annual departmental meetings with the National Education Association during its conventions. The NEA sets aside a day of the conventions for meetings of its various departments of which the NAES is one.

Instead of following this procedure in the past, it has been the policy of the NAES to hold its annual convention at the same time and place of the NEA Convention every second or third year. This has not always proved satisfactory to either of the associations, because:

1. The time of the NEA Convention, usually set for the first week in July, is somewhat early for educational secretaries to leave their work to attend a meeting.
2. Housing facilities for the NAES group are often inadequate, or not available,

or they interfere with housing for the NEA.

The Board felt that, if a departmental meeting is held each year along with the other departments of the NEA, this would be in conformity with the policy of the NEA and with the activities of the other departments. And, at the same time, the NAES conventions could be held where and when it would be most convenient and desirable for the members, without trying to plan periodic conventions with the NEA. Of course, this does not preclude the possibility of holding a convention at the same time and place of the NEA Convention when it is desirable to do so. More about the Departmental Meeting of the NAES at the next NEA Annual Convention will appear in the May number of the *National Educational Secretary*.

Corinne Messenger, Chairman
1959 Departmental Meeting of NAES



Operation Whirlwind Membership Mop-Up

by

GERTRUDE JOHNSON
Membership Chairman

I'm so glad I joined! This might turn out to be a tribute to an administrator, for I became acquainted with NANCY NATIONAL through a hint from the boss. This is a switch, for the usual hue and cry of the educational secretary is that she has such a time selling the idea of professional organizations and professional growth for office employees.

Way back in 1940 I had occasion to spend a few months in Washington, D.C., and my boss said, "While you're there, you must visit a relative of mine in the Research Department of N.E.A.—and at the same time you should make inquiry about a group of secretaries to which you should belong. I know there is such a group, for I have seen them in action at the meetings in Atlantic City." Bless the boss's heart! I did make the call on his relative in Research, but since we were not as yet a Department of the N.E.A., there was no record of us there. However, the man in Research promised to do some "research" and soon I had a letter from NANCY NATIONAL, and subsequently a letter from the membership chairman of the Michigan group. Perhaps the fact that I had to make my own approach has made my membership more meaningful. It has meant "all the world" to me these past umpteen years—and why not, since my job had been my world for some years previous? Membership in my own professional organizations opened up a new interest in my desk work with the opportunities to mingle with my own "kind" from other communities in Mich-

igan and with members from other States.

Of course, the whole of Michigan should not be classed as "the sticks," but I certainly felt far away from the "city gals" who were instrumental in organizing our Michigan Association. If you feel "far away" and wonder just how to go about getting into association work, just appear on the scene at State, Regional, or National meetings and make known your willingness to work. There are always special projects going on among the various committees. The bulk of the work must be done by mail—"bulk mailing" in every sense of the word—which calls for an enormous amount of routine clerical work. You know the limited number of free hours you yourself have away from your regular job. Well, then, you can well imagine this committee work must be shared by many or the Chairmen will have a most unhappy time of it. So, just make your willingness known to someone within the official family, and believe me, word will get around that your help is available!

I remember the real pleasure I had typing mailing labels when efforts were being made to canvass educational secretaries in new areas. Even this work can be fascinating. Some first names that you've never heard before—some towns that sound intriguing—and you can just dream along, as you type, that sometime you'll know many of these secretaries personally. At this writing, Christmas is just past, and those of us who have been active members in recent years

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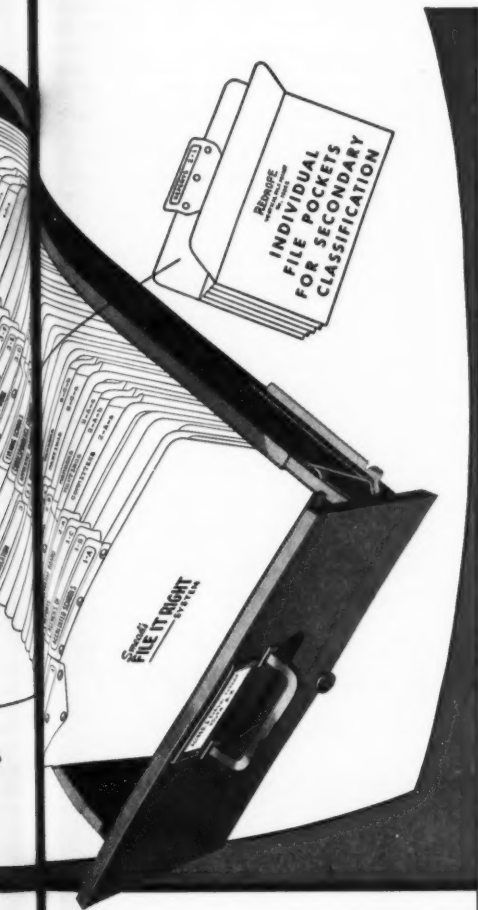
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have realized the thrill of holiday greetings from secretaries near and far, and not only greetings, but sometimes a chummy account of the past year's experiences. Many with whom I have had correspondence in membership work these recent years I have never had the pleasure of meeting in person, but from our correspondence one would think we had been life-long friends. I must not class myself as "old," but I have been around a long, long time in this little old school office up in Michigan and sometimes I have a fleeting thought of retirement. Naturally, we are all curious as to just how a secretary adjusts to that far-off situation, "retirement," and that is one of the most interesting subjects on which I've been clued from time to time by friends from various localities. There are many other interesting phases of our "secretarial existence" on which you'll enjoy swapping information with others in your own profession.

Personal delight is not topmost in the benefits derived from membership in local, State, and National associations. It is the first step toward professionalism. Perhaps in your local situation you are

already rated as a professional employee. However, in most school communities the school office employee has not been credited with such a status. The desire must first be within you to attain this status. Alone, you might be a bit afraid of demanding such recognition, but when you line up with a few thousand friends who are all working toward the same goal, you will have all the courage you need to prepare yourself; prove yourself; and be a professional employee!

Finally, remember that membership in your own professional organizations comes first! So, join! Then don't settle back and expect us to ferret you out. Make your appearance promptly among your new friends. Begin to enjoy a new interest in your work in your home community; feel the thrill of taking steps toward professional growth; and know the satisfaction of a higher rating among members of the professional staff with whom you work.

Better yet, why not be a life member? After I had been attending conventions and institutes a few years I decided to take advantage of life membership. This

(Continued on page 30)

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The Time is Now

THE PROFESSIONAL STANDARDS PROGRAM

THE TIME IS NOW to complete your application for a certificate under the Professional Standards Program. Have you written for the application forms?

Certificates are awarded each year at the annual convention of the National Association. *May 15* is the deadline for clearing completed applications for certificates to be awarded this summer in St. Louis.

Within the nine grades, with four options in Grades II through VII in the Education area, there is a place for each educational secretary. The certificate earned under this Program is an honorary recognition of merit and achievement.

You should be working on your application during these next weeks in order that the deadline date not cause you to wait another year to receive the prized certificate.

Should you plan to qualify for your certificate through Option 1 (tests), you must keep in mind that the application for tests must be postmarked no later than *April 10*.

The location of test centers for May 8 and 9, 1959 are:

Arizona	University of Arizona Tucson
Arkansas	University of Arkansas Extension Center Little Rock
California	University of California Los Angeles
Colorado	University of Denver Denver
Florida	University of Florida Gainesville Florida Agricultural and Mechanical University Tallahassee
Illinois	Northwestern University Chicago
Kansas	University of Wichita Wichita

Massachusetts	Boston University Boston
Michigan	Wayne State University Detroit
Minnesota	Macalester College St. Paul
Ohio	Kent State University Kent
Oregon	University of Oregon Eugene
Utah	University of Utah Salt Lake City
Virginia	Longwood College Farmville

The number of test centers has been expanded for 1959 to make it more convenient for those who wish to qualify under the test option. Additional test centers could be set up during the year upon petition of 10 persons wishing to take one or more tests and suggesting a college location.

If you have not read the Professional Standards Program brochure, write to the registrar at once.

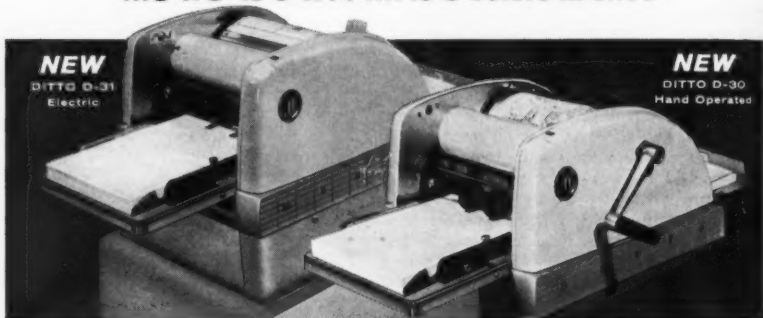
MORE NAMES NEEDED FOR NAES POTENTIAL LIST

"We do need more names and addresses for our potential mailing list," states Angie Holms, NAES Corresponding Secretary. "Many State association have not yet sent in their lists, and we have 50,000 brochures yet to mail out."

All state and local associations are urged to send to the Corresponding Secretary names and addresses of all secretaries within their boundaries. Angie's address is Alhambra High School, 308 West Main Street, Alhambra, California.

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WOMEN IN EDUCATIONAL SERVICE

(Continued from page 9)

classes. Just as often, there is no real reason to maintain a full staff of administration, secretarial, or clerical staff, for many times much of the routine work in the offices ceases to exist when the students walk out of the gates.

Thus a line of demarcation is drawn between two groups of workers in the same organization. Often this line of demarcation extends into other areas as well as in pay and privileges. It is unfortunately true that some classroom personnel look upon themselves as belonging to a stratum marked by an aura of intellectuality which is impenetrable by the office force. They lose sight of the fact that administration, teaching staff, and office personnel are working in a closely knit organization in which each department is dependent upon the cooperation and understanding of the others.

In some public school systems the clerical force is restricted by job classifications so rigid that there is little chance of financial improvement, even though the actual demands of the position have developed as the general picture in the school systems has changed. Instances could be cited where the efficiency of a whole school has been hampered by the loss of qualified personnel to better-paying outside positions because of the blindness of the top administrative staff to the actual demands of the job. In general, the wage scales of the under-secretaries and clerks in your offices are pitifully low as compared to what is paid in business and industry, and in the offices of professional people outside the field of education.

In the business world, as expansion takes place and profits grow, the job of the established individual which increases in responsibility advances with the tide. There is some hope for advancement and higher pay. We know, to our sorrow, that this does not always follow in education. As the loads carried by the schools multiply, the public shrinks in ever-increasing horror from more expense. Every salary raise, no matter what the level, is balanced against the rising tax bill. Clerical salaries are the last to be increased, thus, clerical workers leave most frequently.

The women who serve in the top secretarial positions bear the brunt of the con-

stant shifting of personnel in the so-called less important positions. Often instead of devoting your time to more constructive duties you must be training new help. You are the ones who must take up the slack in the last momentum. To you, office turnover is not statistics, but extra work.

It would seem to be a logical function of your organization to assume, if you have not already done so, some responsibility in the problem of selling the importance of securing better salaries, not only for yourselves, but for all workers in education offices.

One of the marks of a profession is its willingness to accept responsibility for training those who are to carry on the work in succeeding generations.

Your organization should be more than a forum for the exchange of ideas and the projection of a professional attitude. It is your responsibility to encourage the right people to enter your field and to attempt to bring about conditions which will encourage them to remain in it. The work which you are performing is vital to the efficient operation of the educational machine. Because of this, it is important that the right people be attracted to it and gain training to fill your jobs when the time comes.

The key office positions in education should not be looked upon either as training grounds for young women who can leave for better paid opportunities as soon as they become really proficient. Nor should they be "assistance" jobs for young women still living at home, or older married women who can fall back upon the basic earnings of husbands. Financial rewards in educational jobs, for the office staff, as well as for the classroom faculties, should be commensurate with the responsibilities and the work involved. It should be possible for a young woman to look upon this work as a field in which she can not only grow professionally, but one in which she can hope to have satisfying personal and financial achievements as the years go by. But if she cannot afford to stay in it, these satisfactions cannot be secured.

Perhaps we have dwelt too long upon the disadvantages and frustrations in the work of the secretary in education. There are many advantages here that are denied the more highly paid classroom people.

Except for the peak work periods at the beginning, end and middle of the year, the hours are more regular. There is comparatively little night work, either in the office or in the hundreds of papers the classroom teacher must take home nights and weekends—even during those long holiday periods which you are inclined to envy.

You are spared also the supertime telephone calls when mothers become concerned about Junior's arithmetic, and if Johnny can't read, nobody blames you. After the notices are sent you can forget the P.T.A., and when a hot political situation involves the schools, you can be glad for once that you are the forgotten woman!

On the whole you work with nice people, and the nicest of all are the pupils. You are away from the cut-throat competition of the market place and the persistent pressures for material profit. In our business ethical values have a high place. Any phase of education is service work, and after all, what greater satisfaction is there in life than in that?

OPERATION MEMBERSHIP MOP UP

(Continued from page 26)

was not only a "bargain" financially, but it served to increase even more the desire for professional growth and the desire to remain in educational work. The fact that prompted me to take this step was my enjoyment of participation in institutes and conventions. I felt I wanted to insure my connection with the group for all time to come. That reminds me—recently there has been discussion among members of the official family of NAES that life members, already retired, should have the opportunity of active participation in work of the Association. That delights me, for it is exactly the thought and hope I had in mind at the time I joined for life! What could be more pleasant when leisure time is plentiful than to have a real "work" connection and thereby make a much needed contribution to the cause of professional growth among the educational secretaries throughout our Nation?

You'll be so glad you joined!

keep yourself and your boss posted

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Listening In



VIEWS AND NEWS, FROM FAR AND NEAR . . .
WHAT THE AFFILIATED ASSOCIATIONS ARE
DOING AND THINKING . . .

SOUTHWEST REGION

(Arizona, California, Colorado, Nevada, New Mexico, Utah)



Mrs. Margaret Savage, Reporter
562 Browning Avenue
Salt Lake City, Utah

CALIFORNIA

California Association of Educational Secretaries

Those California gals have been kept mighty busy. They have completed two very successful conferences, one in Southern California and one in the Central District. (The details of the conferences will be written under the individual districts.)

A workshop for Callies in the Northern District will be held on January 17, 1959, at the San Francisco State College. The tentative subjects will be Office Decorations, and Bulletin Boards, Telephone Techniques, Business Letters, Payroll Procedures, Board Agenda and Minutes, and Forms.

Each clinic session will be given twice, for a period of 45 minutes each. This will give delegates a chance to attend two different clinics.

Alhambra Association of Educational Office Employees

Just before school in September (in other words while they were still "at ease") the Alhambra Association had their annual picnic in one of their local parks. Those who were there literally stuffed themselves on the luscious Chinese-style hamburger hash and coffee tortoni dessert that the committee had prepared. (Anybody want the recipes for these?)

The annual Christmas Party took place on December 23. The affair was in the form of a luncheon held at the fabulous Eaton's Restaurant in Pasadena. There was an exchange of gifts and entertainment which ended up with the singing of favorite Christmas Carols. The highlight of this event was the presentation of a Christmas story by one of our very own faculty members, Mr. Louis Sergio.

Burbank Unified School District Secretarial Association

All the secretaries and administrators of this District and the members of the Board of Education held their annual Breakfast on September 2. The purpose of the breakfast is to acquaint the new secretaries with their co-workers, the principals of the various schools, the heads of departments, and the various types of duties. Our theme this year was "The Big League" and was a huge success.

Kern Association of School Secretaries

We have a new twist this year. We decided to select a subject topic to follow throughout the year . . . one with teeth in it that would stimulate better attendance. We chose "Youth In Our Community." This we felt, would give us a better understanding of the children and the problems they face outside of the school situation. Our first meeting was the Kick-Off dinner and our speaker was the Dean of Girls at one of our High Schools. She outlined for us the various agencies that we might study and told of the great need for better informed citizens in the area of Juveniles In Trouble.

Kings County Association of Educational Secretaries

This association is officially four years old and although they have just 26 members, they have a fairly active group.

Paramount Unified District of Clerical & Secretarial Employees

This association is sponsoring a Self-Improvement and Personality Development Workshop for Women. Miss Louise Backman, a graduate of the University of Southern California, will be the instructor.—"The potential you is the attractive woman you admire in club meetings, or perhaps your vibrant co-worker who got that promotion. Your almost unlimited potential for self-improvement and change is your most valuable asset as a human being. With help in developing this potential, you can bring forth the faces of your personality that will make you a more attractive and vital person. And remember—you are never too old to begin improvement—nor so young that you can wait to improve.

San Bernardino City Schools Secretarial Association

These gals were co-sponsors of the CALIFORNIA STATE, Southern Division, WORKSHOP, held in Riverside, California, on October 25. They were in charge of the programs and the afternoon session of the Workshop.

They had a panel consisting of Dr. Donald R. Wheeler, Ass't Supt. in charge of Personnel, Mr. Jack Sadler, Ass't Supt. in charge of Business, Mrs. Joy Taylor, Publications Editor, Mr. Lawrence Cook, Principal of Sturges Jr. High School, and Mr. James Wheeler, Business Office. They explained and talked about the procedures used by the San Bernardino City Schools. All were top speakers with lots of humor.

Los Angeles County Association of Educational Office Employees

Redondo Beach was the setting for the Los Angeles Workshop on November 19, 1958.

The speaker for the General Session was Mrs. Florence Blake and these are some of the ideas she gave us to think about: "Have you ever thought about who you will be next year? Will you be better or worse?"—"The only difference between a rut and a grave are the dimensions."—"People who are well liked have these qualities; naturalness, sincerity, genuine interest in other people."—"Tact, the unsaid part of what you are thinking"—"Headaches are often caused by our halos getting too tight."—"Don't ask for compliments by pointing ridicule at yourself."

The other sessions were "Professionally Yours," "How to Look your Best by Telephone," "Your Speech is Showing," "Effective Writing," "Tricks of the Trade," "What Your Principal Expects of You."

This was a very fine workshop.

NEW MEXICO

New Mexico Association of Educational Secretaries

Over 125 school secretaries were on hand to hear the program at the New Mexico Ass'n. of Educational Secretaries Convention. The Convention was held in Albuquerque on October 23. The program included a panel discussion "Horizons Unlimited." George P. White, Superintendent of Schools in Santa Fe, spoke on the "Do's and Don'ts" of a school secretary. Donald Roush, Executive Field Secretary from NMEA office, spoke on the

"Need of Organization and Belonging to the NMEA."

Each of the speakers praised the work being accomplished by the NMAES, and stressed the importance and great responsibility of the job of every school secretary. It was pointed out to the group that they are key people in any school system, and that it is through the secretary that first, and often lasting impressions are made.

Mr. Roush made the statement that a school administrator without a good secretary was like a man without a right arm—and then he went on to elaborate on the importance of organized meetings and the setting up of specialized workshops for the school secretary, and offered the assistance of the NMEA office.

UTAH

Utah Association of Educational Secretaries

Our State Convention for our Educational Secretaries was held in conjunction with the Utah School Employees Association during the Utah State Teachers' Convention October 2 and 3.

The secretaries were excused from school duties on October 2 to attend a talk given by Royden C. Graithwaite, Director of the College of Southern Utah. He spoke to us on "Education for Every Day Living." He brought out that the individuals you meet every day have an influence on your life and that they teach people things just like the teacher in the class room does. He brought out how the custodian had taught him to work with his hands, and how the secretary had taught him not to be afraid when he hurt himself and how she had taught him to have confidence in other people and himself. He spoke about the many things the secretaries in the schools had done for him and his children.

On October 3, we met for an hour in a general session with all school employees again. Mr. D. James Cannon, Director of Utah Tourist and Publicity Counsel, showed a picture, "Wonderlands and Scenery of Utah," with narration and in color. The officers of the individual school associations were introduced.

At 10:30 A.M., the Educational Secretaries met for their own Workshop. The greeting was given by Superintendent

Elmer J. Hartvigsen of the Granite School District. We had a talk by Sherman B. Lowe, Executive Secretary to Utah's Governor George Clyde. His talk was on "School Secretaries and Public Relations." He brought out the important relationship between the public and the schools and what an important part the school secretary plays.

Ina Doty, Associate Professor of Business Administration and Secretarial Science at the Utah State University. She gave a very excellent talk on "Professionalism In Secretarial Work." She stressed the importance of contacting all the secretaries in all the schools, to attend all meetings pertaining to your job, to keep secrets, to learn what to say at the proper time by reading books that help you grow professionally, and to be progressive in all ways.

The Salt Lake City Educational Secretaries Association

The Salt Lake Educational Secretaries started off (off isn't the word because we were really on) in August with a social at the Boy Scout Wigwam in our beautiful Mill Creek Canyon. It was a bang-up party. We let our hair down and played games and stuffed ourselves on ham, roast beef, corn on the cob, etc., etc.,—

We have just completed a course in Business English and Vocabulary Building. The class was arranged for through the Adult Education Department of the Salt Lake City Schools. Rosamond Demman, a high school business teacher, was our instructor. The course lasted for six weeks. We met after school every Wednesday. We learned more in that time than most of us learned in high school. (Maybe we had just forgotten what we once knew). We were brought up to date on letter forms, technicalities of address, grammar, punctuation, and we were given pointers on letter, bulletin, and report writing.

Just before Christmas, we supported a fund raising project to help our representatives go to the National Convention.

The Christmas Season started off with a bang—the "bang" was our Educational Secretaries Party. We exchanged gifts, played games, sang, and fed our faces. Prizes were given for the prettiest, the funniest, and the most originally wrapped package—we didn't know secretaries could wrap packages better than usual TOO!

NORTHWEST REGION

(Idaho, Montana, Oregon, Washington, Wyoming)



Mrs. Grace Mackie, Reporter
3220 S. E. 90th Place
Portland 66, Oregon

OREGON

The Eugene Association of Educational Secretaries is very busy planning the state association area meeting to be held March 7, 1959 in Eugene.

This will be the fourth area meeting of this school year. Efforts are being made to cover the state as a whole so as to make better contacts among all the educational secretaries.

The annual convention of the state group will be held April 25, in Portland. Plans for this meeting include a panel discussion, a speaker in the morning and at the banquet in the evening, and the annual business meeting to be held at the afternoon session.

The elections committee is busy checking and recommending candidates for Treasurer, Corresponding Secretary and three members-at-large for the next two years.

SOUTH CENTRAL REGION

(Arkansas, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, Texas)



Mrs. Velma Norman, Reporter
Houston School District
1300 Capitol Avenue
Houston 2, Texas

ARKANSAS

Arkansas Association of Educational Secretaries

At the Annual Convention held in Little Rock November 6-7, the North Little Rock Association presented Corinne Messenger with a life membership in the state association. This is the first life member-

WASHINGTON

A new local group has been organized in Washington. The girls of the Eastmont and Wenatchee school district are inviting other school secretaries in the area to join with them in their new venture.

Shoreline (Seattle)

"Secretaries Enlightened" was the theme for the first in-service work shop ever held in the Shoreline school district.

The Professional Standards Certification Program was featured at the first monthly meeting held in October.

Tacoma

The Tacoma association is an up-and-coming group. They have organized two bowling teams with some champion bowlers, no less, on their teams.

As a money making project they have asked each girl to bring a pair of earrings to the "Boss's Night" meeting to sell to some other gal at \$1.00 per pair.

ship to be presented to anyone, but North Little Rock is very proud of their Mrs. Messinger! At this meeting membership totalled 88.

A workshop type meeting has been scheduled early in January. Plans will also be made at this time for the Institute to be held at Fayetteville (University of Arkansas) in 1960.

Fort Smith Association of Educational Secretaries

During November members enjoyed a showing of colored slides on Europe and the World Fair brought by one of their English teachers who toured the continent last year.

The December meeting was a covered dish dinner with an exchange of gifts.

Members recently had a program on first aid. We are reminded that Red Cross recommend a refresher course every three years!

North Little Rock Association

Members gave 50¢ each to buy Christmas food and extras for a needy family. They are hip-deep in plans, too, for a "Bosses Night" in February. Bosses' wives will be invited also.

KANSAS

Kansas Association of Educational Secretaries

November 7 the annual convention of the Kansas Association of Educational Secretaries was held on the campus of Ft. Hays State Teachers College. Mr. Valis Rockwell, Superintendent of Schools at Hays gave the main address, and he was so impressed with the organization that he is now a loyal supporter. His secretary will attend the National Conference in St. Louis—expenses paid! Her membership dues will also be paid by the School Board.

New officers for the year were installed in November:

Wilmajean Coate, Wichita, President
Leah Caven, Neodoshea, Vice President
Kay Crum, Hoxie, Secretary
Madge Turner, Wichita, Treasurer
Clara Lewis, Mission, Board Member

The next state meeting will be a workshop at the University of Wichita, March 19-21. Wilmajean wants to remind everyone in and around Kansas that Wichita is a wonderful place to shop for those Easter outfits!

LOUISIANA

New Orleans Public School Educational Secretaries Association

Corinne Delany, President of the New Orleans Public School Educational Secretaries' Association, was praised highly by the officials of the Orleans Parish School Board for setting up the first pre-

school workshop for secretaries. Dr. James F. Redmond, Superintendent, Orleans Parish Public Schools, stated that he was "very proud and pleased to be a part of this dedicated group."

MISSOURI

Missouri Association of Educational Secretaries

The Missouri Association of Educational Secretaries, a part of the Missouri State Teachers Association, held their annual convention in Kansas City, November 5-6. The program included a tour of the Truman Memorial Library, tea, and a talk "Petticoats" at the Sugar Creek School before the business meeting. Mr. Ernest Mehle spoke at the luncheon on the "Eighth Day of the Week." He said that this is the day we should get rid of "someday" and do it now.

A workshop to be sponsored jointly by the association and the University of Missouri will be held in the spring.

Jefferson City Association of Educational Secretaries

A recent gathering featured a native of Hungary who spoke of his country under Communist rule.

This active association is still doing good deeds—they donated two record players to the Peter Pan School and to the Cerebral Palsy School; a new table in a cove room; and instead of exchanging gifts members drew names of patients at the State Hospital in Funton and comfort articles and clothing will be taken to them before Christmas.

State Department of Education gals furnished free coffee and cookies to all employees December 22. This is an annual affair.

TEXAS

Texas Educational Secretaries Association

Charlyne Roberts, TESA President and Jane Vineyard, Chairman of the summer workshop have held a preliminary planning meeting with Dr. H. F. Alves, University of Texas. The Advisory Committee from the Texas Association of School Administrators for the workshop will be Dr. H. M. Landrum, Spring Branch; Mr. M. L. Brockette, Hillsboro, and Mr. Bascom B. Hayes, Freeport.

We have 753 TESA members to date. Seventy-eight members attended the Section Meeting at the TSTA Convention at Fort Worth, November 27-28. Mr. Loyd L. Turner, Assistant to Convair's Division Manager, spoke on "Value of Belonging to Organizations." Mr. Turner listed six benefits from participation in associations:

1. Broadens your outlook
2. Helps one keep up with what is going on in the world.
3. Supplies needed information
4. Helps crystallize personal objectives
5. Fulfills your desire to belong
6. Increases the number of your friendships

District TSTA meetings are being planned for March. There are twelve districts throughout the state.

Amarillo Educational Secretaries

TSTA Convention for District IX will be held in Amarillo March 12-13. Educational secretaries chairman is Betty Cummings, Dumas.

Coastal Educational Secretaries Association

One hundred and sixty secretaries and bosses made a huge success of the annual Bosses' Night Dinner held last October at Mary Carroll High School.

Also that month CESA had their money raising project—an annual Mexican Supper held at W. B. Ray High School. Their total net profit was \$360 and this will be given to members who attend the Work Conference at Austin. Sale of candy netted them an additional \$72. Members work in various capacities but this year the most colorful were the girls helping in the dining room. They were dressed in authentic Mexican costumes.

Jane Haynes, First Vice President, has planned a new approach to the programs this year. For the December meeting, an in-service meeting was held at three o'clock with attendance required of all secretaries and clerical employees in the Corpus Christi schools. The topic for discussion was "Letter Writing."

Houston Administrative Educational Secretaries Association

The Service Committee, under the guidance of Helen Fullerton, chairman, are raising money for various projects. One unique way to accomplish this is selling a Queen Elizabeth cake recipe. This recipe is not to be passed on, but must be sold

for charitable purposes. This is the cake the Queen herself makes in her own kitchen. If anyone wants this recipe send a dime to Mrs. Edna Shumate, 1300 Capitol, Houston 2, Texas. You, in turn, may sell it for one of your charitable projects.

TEXAS

Houston Educational Secretaries Association

HESA's Christmas Party was different this year. Seventy-five secretaries met at Wharf 9 and made a round trip down the Ship Channel in the new port inspection boat "The Sam Houston." Each secretary brought gifts for patients in the Tuberculosis Hospital. Boxed chicken dinners were also sold and part of this money will be used to defer expenses of members who attend the summer workshop.

A panel discussion program "Taking Inventory" was scheduled for January. Mr. Richard Jones, Director of Personnel, was moderator. Secretaries representing elementary, junior and senior high schools made up the panel.

Fort Worth Association of Educational Secretaries

Unusually clever and colorful yearbooks and announcements of each program this year have brought attendance at meetings to a new high.

At the November meeting Mr. F. M. Hawk, Assistant Manager and Director of Public Information, American Red Cross in Tarrant County, spoke on "Making Your P. R. (Public Relations) Purr."

San Antonio Educational Secretaries Association

Fiesta de San Jacinto! Members of TESA and all our guests attending the State Convention and Regional Conference April 24-26 will participate in the unique festivities of the San Antonio Fiesta. SESA has planned a program to include a *tamalada buffet*; Battle of Flowers Parade; and the world renowned Flambeau (torch light) Parade. Sunday devotional will be in the quaint little chapel at La Villita, the reconstructed Mexican village. A tour of the Alamo City with its beautiful parks, old Spanish missions, the Alamo, and other historic spots is planned.

TSTA District II Meeting will take place March 13, 1959 at St. Anthony Hotel. Nadean McCoy is the educational secretary chairman.

NORTHEAST REGION

(Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont)



Mrs. Grace R. Kell, Reporter

400 N. Warwick Road

Somerdale, New Jersey

CONNECTICUT

C.A.E.S. is planning a busy schedule for this winter season—they will be responsible for the Sunday breakfast at the Atlantic City Regional Meeting in February and will sponsor a workshop in April, co-sponsored and held at Morse Business College in Hartford, Conn. This is in line with their plan to hold a two-day workshop every other Spring and regional meetings in the alternate years. Annually CAES has PRESENTATION awards. This year it was made to the Town of Canton and Teachers College at New Haven. Mrs. Minnie DuCharme, secretary to the superintendent of schools in Canton, reported that they were purchasing a sterilizer for the dental clinic for use at the Canton schools with the \$50.00 but the New Haven girls have not yet decided to whom they wish to either present the money or some item purchased with it. "Each year 20% of the balance in the Treasury as of August 1 shall be divided into \$50.00 awards and drawings will be made at the October Convention. Each town having a representative at the convention will be eligible to participate in the drawing for an award."

MARYLAND

Ideas for Christmas gift wrappings and winter Christmas flower arrangements rewarded the members of the Baltimore County Educational Secretaries Association after their October 29th, 1958 meeting at Villa Cresta Elementary School. Mrs. Jean Martin, former teacher of Rosedale Elementary School presented the ideas. Mrs. Doris Ruffo, program chairman, arranged for the awarding of special door prizes, and refreshments were served by the hostess, Mrs. Isabelle Leister.

NEW HAMPSHIRE

Big things are afoot in New Hampshire—plans for the 25th Anniversary of the New Hampshire Association of Educational Secretaries are under way and it promises to be a gala occasion. Our first President—Elizabeth Stonge of Nashua will head up a committee of Nashua educational secretaries that will have charge of the program in April of 1959. At the Annual Meeting held in Manchester, New Hampshire on October 17, 1958 plans were discussed to have Past President Pins—and details will be worked out by the Anniversary Meeting in the spring.

NEW JERSEY

"Personal Growth", the theme for the Annual Convention of the New Jersey Association of School Secretaries, held in Atlantic City November 6, 7, 8 was appropriate in several respects. Thursday afternoon secretaries watched "Order develop from Chaos" as members of the Paterson Association presented a socio-drama written by Anna G. Johnston. Mr. George Geier, Professor of Business Education, Fairleigh Dickinson University, elaborated on the skit giving us seven rules for Lion-Tamers (very useful for secretaries): (1) Be calm, matter-of-fact; (2) Maintain quiet confidence; (3) Keep a chair ready (Secretary uses professional attitude); (4) Realize the lion is not roaring at you personally; (5) Use air of pleasant confidence (never out-roar the lion); (6) Be not vindictive; (7) Never intentionally provoke the lion. Friday morning Dr. Hirsch Silverman, Assistant to the Superintendent and Director of Psychological Services in Nutley directed us to unfasten our emotional girdles while we watched

NEW YORK

The Hotel Sheraton McAlpin in New York City was the scene of the Sixth Annual Convention of the New York State Association of Educational Secretaries. There were 110 New York State Educational Secretaries in Attendance. The convention opened on Friday October 3rd at 2 P.M. with four workshops offered to the delegates. It was with a feeling of great pride that the general chairman introduced such workshop leaders as Lee Demeter, Regional Vice President, National School Public Relations Association; Randall Hoffman, Dean of Students, Hofstra College; Dr. Juliet Saunders, Principal, John J. Pershing Junior High, Brooklyn; and L. Millard Collins, Manager, Educational Services, I.B.M. These people gave

willingly of their time and knowledge that the delegates might enlarge their scope of information and know-how. It was felt that if these busy men and women could give up a day of their precious time for us, they too must feel the importance of our work.

PENNSYLVANIA

Now, once again, it is time to formulate plans for the next annual state meeting. It will be held at Penn State and the dates being planned for are April 23, 24 and 25, 1959. President Fernly Roebuck and her planning committee are busy working up what they hope will be a most stimulative and pleasurable program. Without question, attendance at the 1959 workshop should be a must on the calendar of all educational secretaries of Pennsylvania.

NORTH CENTRAL REGION

(Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, North Dakota, South Dakota and Wisconsin)



Miss Agnes Dobronski, Reporter
5286 Mead
Dearborn, Michigan

(REPORTER'S NOTE: If you are the President and/or Publicity Chairman of an affiliated association in the North Central Region, and are not currently receiving my bulletins, please send me a note with your name and address.)

ILLINOIS

Illinois Association of Educational Secretaries

"Getting To Know You" is the theme of the Annual Spring Conference of the Illinois Association of Educational Secretaries. Ruth E. Johnson, Corresponding Secretary, reports that the two-day program is scheduled for Moline's new high school, May 1 and 2, 1958.

Speaker for the Friday evening banquet is Mr. Gerald Smith, Superintendent of Elmwood Park High School. Musical entertainment will be provided by the Moline Boys' Choir.

Danville Association of Educational Secretaries

An active, busy, program seems to be the schedule of the Danville Association of Educational Secretaries with meetings held almost every month. Secretaries of the Association are also urged to participate in state conferences, by their Superintendent, Dr. J. McLean Reed, and a budget amount is set aside for such expenses.

Monnie Miller also writes that the Annual Associates Dinner (bosses' night) is held in January. Approximately seventy-five people attend this yearly event with invitations being extended to members of the Board of Education, superintendents, principals, and all supervisory personnel.

INDIANA

Indianapolis-Marion County Association of Educational Secretaries

Suggestions or last-minute helpful hints on a Bosses' Night are asked for by Evelyn Mattingly, President of the Indianapolis-Marion County Association of Educational Secretaries. February 25th is set as their "first" on this type of a program. Cooperate and write to Evelyn Mattingly; Arsenal Technical High School; 1500 E. Michigan; Indianapolis, Indiana.

A further note in the report from this Association informs us that Virginia Moore, of Indianapolis, a former North Central Region Reporter familiar to many, is leaving school work to open a gift shop. Best wishes for success are sent to her in this new endeavor.

IOWA

Iowa Association of Educational Secretaries

From Marilyn Franke, recently-elected President of the Iowa Association of Educational Secretaries, comes word that December 29 and 30 was their first attempt at a workshop for educational secretaries. The two-day program was a cooperative project with Iowa State College at Ames.

This Association also plans one or two district meetings for spring with locations in different parts of the state to be selected.

The School Belles of the Des Moines Public Schools

Welcome—to "The School Belles" of the Des Moines Public Schools, who make their first appearance in the magazine this issue. Organized for a member of years, the group has found a new surge of life and enthusiasm, and voted last fall to affiliate with NAES.

Virginia Deuben, who is now serving as President of the group, informs us that meetings are to be held every other month. Current membership is over two-thirds of the entire school system clerical and secretarial staff.

MICHIGAN

Michigan Association of Educational Secretaries

With the theme of "Work Smarter, Not Harder", plans are well under way for the Michigan Association of Educational Sec-

retaries 1959 Convention in Detroit. Assignment for various Convention functions scheduled over the three-day period of April 17, 18, and 19, 1959, has been accepted by numerous educational secretaries associations from within the State, including Willow Run, East Detroit, Wayne State University, Grosse Pointe, Wayne County, and Macomb County.

Arrangements have been completed to have Bud Guest of Radio Station WJR Detroit, as banquet speaker. Dr. Mary Virginia Moore of Michigan State University, an instructor at the National M. S. U. Institute this past summer, will be banquet toastmistress, and will also speak at the Saturday afternoon session.

Battle Creek Association of Educational Secretaries

Regular monthly meetings are held by the Battle Creek Association of Educational Secretaries. As indicated in a communication from President Jeanne Lawler, these meetings are instructional as well as entertaining.

Mr. Vernon Potts, Battle Creek's Community Ambassador, and high school teacher, recently spoke to the group and showed slides on his travels to Sweden and the World's Fair. The Christmas project of the group last December was to donate toys and gifts to the Fort Custer State Home for the mentally-retarded.

Detroit Association of Educational Secretaries

"Getting To Know You—and You—and You!" These are the words which begin a report on the Detroit Association of Educational Secretaries. Nina Goodrich, President, writes that Impersonality (not lack of personality, but just not knowing the members as individual people) is a bogey in big cities. This year the group has launched on a renaissance of friendly visiting in the Districts into which the school system is divided.

The District Tea, with an attendance of twenty-five to fifty, seems to be the answer to the problem of closer contact. From there on, it's something like dropping a pebble in the lake,—the circles of friendship widen at the larger gatherings.

East Detroit Educational Secretaries Association

A Very Happy and Successful Year Ahead in 1959, is wished to all educational

secretaries by the girls of the East Detroit Educational Secretaries Association, a local group.

Kalamazoo Association of Educational Secretaries

BUSY is the word from Virginia Maltby, Publicity Chairman for the Kalamazoo Association of Educational Secretaries. Monthly meetings on a wide range of subjects, and of various types are held by this local group.

Previous activities during the current year included an institute meeting at Western Michigan College, a workshop in the Board of Education offices, a noon luncheon meeting and demonstration on table decorating, and a dinner meeting for new members.

Macomb Association of Educational Secretaries

The Spring Meeting of the Macomb Association of Educational Secretaries will be held on April 14, at the Mount Clemens Community Schools. Verna York, President, reports this county group has followed the plan of holding their annual meeting by this arrangement of an evening get-together and social hour.

Willow Run Association of Educational Secretaries

In an effort to find and build up new interest and participation in Washtenaw County, the Willow Run Association of Educational Secretaries recently held a "get-acquainted" tea and open house. This active local group invited all educational secretaries within the county and combined it with an opportunity to visit their new high school building.

MINNESOTA

Minnesota Association of Educational Secretaries

An all-time high membership of 225 was reported at the Minnesota Association of Educational Secretaries Convention held last October, and a goal of 300 is set for the current year.

May 2nd has been decided on as the date for the spring conference which will be held in St. Cloud, writes Hazel Shimmin, Publicity Chairman. Following the plan of visiting various cities in the state, the invitation of members from the St. Cloud Public Schools and the St. Cloud State College was accepted. Present plans

Austin Public School Secretaries

A welcome to this column is extended to the Austin Public School Secretaries on which we recently received notice through Hazel Shimmin, Publicity Chairman for the State Association. This local group affiliate meets four times yearly, in September, December, March, and June. At one recent meeting an offering was taken, and the money contributed to the Austin Association of the Retarded Children.

OHIO

Ohio Association of Public School Employees—Department of School Secretaries

Advance reports indicate that the Kent State University campus, Kent, Ohio, will again be the location of a three-day workshop for Ohio educational secretaries in July, 1959. This is an annual event sponsored by the Department of School Secretaries—Ohio Association of Public School Employees in cooperation with the College of Business Administration and Education of Kent State University.

Akron Association of School Secretaries

"Cooking Around The World," a demonstration by the East Ohio Gas Company, will be the program for the February meeting of the Akron Association of School Secretaries.

A report from Lenora Garber, Publicity Chairman for this group, further advises that five secretaries from Akron with other non-teaching personnel recently met with candidates to the State Legislature. At this meeting suggested changes to state laws for consideration of the Legislature in January 1959 were discussed, relating to legislation on jury duty, death benefits, hospitalization, vacations, and retirement.

Wauwatosa Educational Secretaries Association

Three regular meetings a year make up the schedule for the Wauwatosa Educational Secretaries Association, a local group of forty members. In a note from Edna Nelson, Reporter, we are also pleased to learn that the group actively participates in State Association activities and thirty-four members attended the last Wisconsin State Convention.

SOUTHEAST REGION

(Alabama, District of Columbia, Florida, Georgia, Kentucky, Mississippi, North and South Carolina, Tennessee, Virginia and West Virginia)



Mrs. Josephine Campbell, Reporter
Jackson Public Schools
P. O. Box 918
Jackson, Mississippi

ALABAMA

Mrs. Lillian Quattlebaum, president of the Alabama Association of School Office Personnel, is busily carrying out plans which she had mapped before she took office. Among the 1958-59 objectives of the Association are these: (1) distribution of constitution and by-laws to every member; (2) workshop for AASOP members; (3) professional growth through increased memberships and affiliation with Alabama Educational Association and NAES; (4) a newsletter to inform members of plans, business matters, and other items of interest; and (5) a program to acquaint state legislators with problems regarding salaries, sick leave, and other matters.

These Alabama secretaries have managed to "sell" their state superintendent on the value of professionally alert secretaries, and he has been most helpful in publicizing their workshops and meetings, encouraging the superintendents to send them to state meetings at board expense, and issuing information to local news media.

DISTRICT OF COLUMBIA

"What? A diploma at my age? And you want my picture for the annual?" That's what members of the Secretarial Association of the Public Schools of the District of Columbia exclaimed at the "graduation banquet" of the 1957-58 session. Wasn't that an intriguing note on which to end the year? After the surprise diploma and photograph, members of the Association presented a gift of appreciation to outgoing President Mary Callaway. They also raffled off a \$100 bond to raise funds to send her to the NAES Convention and Institute at Boulder.

Mary presented her convention report and showed pictures of colorful Colorado, when the District of Columbia secretaries

held their first 1958-59 meeting. The January meeting was devoted to plans for the Association's representation at the Regional meeting in Atlantic City.

FLORIDA

Dade County

"Office Break" is a perfectly gorgeous publication which the Dade County Association of Educational Secretaries is now issuing for the second year. The latest copy is their Christmas edition—green ink on white paper and decorated with poinsettias, leaves of holly, and other seasonal symbols.

It's quite an honor but not at all unusual for a devoted principal or teacher to be presented with a PTA life membership. When the school secretary gets one though, THAT'S NEWS. Betty Womble, secretary at Biscayne Gardens School, Miami, was the recipient of this honor at the end of the 1957-58 school year. Congratulations, Betty.

GEORGIA

"Recognition" was the theme carried out last year by the Georgia Association of Educational Secretaries, their purpose being to convince "the powers that be" that the educational team is like a three-legged stool. Everyone is agreed that you cannot have a good school without good teachers and good administrators. It is equally true that you cannot have a good school if office personnel is inefficient and clerical procedures are poorly organized.

In order to improve the educational program for all children in Georgia, the Georgia Association of Educational Secretaries is seeking to upgrade its members to a status of being recognized as state employees, certified at the state level, and

placed on the state payroll. This is a large order, and will require much work at the local level.

Sara Owens, president of GAES, has issued a call to the 700-plus school secretaries in Georgia to become members of the Association, and to take part in local and district activities. As are most of the other states in these 49, Georgia is organized into districts, (education-wise, that is) of which there are ten.

Sara admits to having troubles collecting "reports" from her district chairmen. This sounds familiar to Ye Listening-In Reporter and also Ye NES Editor, n'est ce pas?

Richmond County

Although Nancy spends about 1/4 of her time in her office, you can be sure she doesn't believe in all work and no play. The Richmond County Secretaries Club devoted one meeting to hearing what various members had done during the summer. Then suggestions were exchanged regarding short cuts and efficiency tips each one had developed in her own office.

Earlier in the year these girls had entertained their bosses with a barbecued chicken dinner. (Guess they wanted the bosses to know they were human, too.)

Sometimes these Nancys get together to work; for instance, one meeting was devoted to helping assemble, staple, label, stamp, and mail bulletins for the tenth district, of which they are a part. Don't you know the editor appreciated that!

At another meeting the following materials from the NATIONAL EDUCATIONAL SECRETARY were used: "Confessions of a School Secretary" by Dr. Ray Arensman, the Code of Ethics of the National Association of Educational Secretaries, "What Is an Educational Secretary?" and "How to Keep Up with Your Pencil" from Cracker Barrel Comment.

KENTUCKY

Mrs. Lillie Dunn, president of the Kentucky Association of Educational Secretaries, writes that these "girl Fridays" have a clever name for themselves—KEYS. And no more descriptive term could be found for an educational secretary, for she certainly is a "key" person in any school system.

Programs for the year have been planned so as to have as many members as possible taking part.

NORTH CAROLINA

Mrs. Wanza Y. Davis of Kings Mountain is 1958-59 president of the North Carolina Association of Educational Secretaries. The organization is now in its eighth year, and has grown from a beginning membership of 27 to its present 149.

Meetings have been held in each of the ten districts, and the board of directors met to plan the state convention, which will be held in Durham, March 12-14. The meeting will include a workshop, conferences led by principals and superintendents demonstrations of various office machines, a banquet, and a fashion show. The well-rounded program should be both informative and entertaining to everyone lucky enough to attend.

VIRGINIA

Richmond

President of the Richmond Educational Secretaries Association for 1958-1959 is Mrs. Beulah Tucker Jones, whom we remember as Listening-In Reporter for the Southeast Region for the past four years. She has planned the five yearly meetings of Richmond secretaries around the theme of "Achieving Goals." The October meeting was spent in planning the year's work, and other business matters. In December the members really settled down to work with a demonstration of short cuts for the typist. This was given by a representative of the International Business Machines Corporation. Mrs. Jean White conducted an institute on the secretary and her work in the Richmond schools.

Mr. Hansford H. Rowe and Mr. Ariel Baliff of the Richmond Museum of Fine Arts conducted the January meeting. This program emphasized the secretary's need to broaden her outlook and enrich her personality through acquaintance with and enjoyment of the arts and theatre. Richmond secretaries are looking forward to a dinner meeting in March and an all-day tour of colonial Williamsburg in May.

Association committees are actively working with administration on salary adjustment and in-service training programs. These in-service programs were started following Christmas holidays. Every one of the 60-plus members is assigned to some definite committee work—a sure way to have an active organization.

THE TYPEWRITTEN AMBASSADOR

by MARY E. ZIMMERMAN

Secretary, School of Mines & Technology
Rapid City, South Dakota

The first part of this article appeared in the October issue. This is the conclusion of that story.

Remember that a letter is a personal contact, it is your typewritten ambassador, and it should be written as such. Effective writers are those who write conversationally rather than stilted and stiff, who write as they would speak rather than as the rule book says they should.

When the mail comes each day, do you simply open, sort, and put it on the boss' desk and wait for the call for dictation; or do you read it and analyze the letters in an attempt to determine why they are good or bad? Why do you read one letter and not another? Is it the attractive format? Is there something attention-getting about the first sentence? Are you willing to study the mail that comes each day? For examples of what to do and not do, the daily mailbag is one of your best sources of material. You can determine the effectiveness of the message by your own reaction. Are you willing to put into practice any of the 'good' points you find.

Do you read articles and books on the matter of letterwriting? Unless the book has been published in the past four or five years, it probably isn't keeping up with our swiftly changing times. Watch publishing dates, because you want the latest information and trends. Magazine articles are sources of the newest material available. But whatever your method, it still comes out to the statement I made earlier: **DO IT YOURSELF.**

USE THE 'YOU APPROACH' WHILE TREATING YOUR CUSTOMER OR READER AS AN INTELLIGENT, HONEST INDIVIDUAL. 'You' is one of the most powerful words in the English language. We all like to feel important and feel that the letter brings a personal message from the sender. Use of the word 'you' and the 'You Approach' helps us to visualize the reader. It helps us to visualize the reader's problems, not our own.

USE PLEASANT WORDS TO ACCENTUATE THE POSITIVE, ELIMINATE THE NEGATIVE. (That was no attempt to capitalize on the words of a famous song.) All of us are inclined to respond more favorably to a positive approach

than a negative one—Wouldn't you like to buy this magazine? Wouldn't you like to attend that picnic? We regret that our mistake has caused you so much inconvenience. Doesn't it sound more pleasant to say "It was a pleasure to be able to adjust this matter to your entire satisfaction."?

In the interests of a positive message, certain phrases should be avoided because they bring out a negative frame of mind: Will not tolerate, why have you ignored, your insinuations, your failure, you claim, we do not intend, your refusal, why not be fair, we must insist, and your inability are just a few.

Subject matter when approached negatively is dull and uninteresting, "I am sorry to tell you that we no longer make the type of shingle you saw on the house on Clinton Street. That was one of our early products, and we have since discontinued it. We have, however, many other shingles that I am sure would fit your needs equally well, and you can see them by getting in touch with our approved roofer in your area, Mr. James Saddler. I hope this information is satisfactory to you." (Aren't you going to drop everything and dash down to see Mr. Saddler?)

That same subject becomes alive and forceful when given a positive approach: "Thank you for your inquiry about the asbestos shingles you saw on the Clinton Street house. This was one of our very early shingles and must have been applied more than fifteen years ago. It's gratifying to see how well they've stood up during the years. Because these early shingles were so popular and wore so well, we've expanded our line of asbestos shingles. We can now offer you a wide range of colors in modern styles and textures. Mr. James Saddler, our approved roofer in your area, carries a full line of these shingles, and will be glad to show them to you. I have written him about your inquiry and he will call on you within the next few days."

The first letter didn't leave the prospective buyer in a mood to seek out the salesman and beg to be permitted to see the merchandise, but the positive approach shows the writer's interest in the buyer's needs and offers him something over and above the item he inquired about. It doesn't give him seeming reluctant permission to see Mr. Saddler; it tells him Mr. Saddler will contact him—makes the buyer feel important.

WRITE SIMPLY: BE THRIFTY WITH WORDS, BRIEF BUT GRACIOUS. Letters should be courteous, conversational, comfortable and natural—written in the style of language you would use in everyday life, a style that is all your own. In our supersonic, streamlined age, the old wordy artificial formulas which take up space and rob the letter of naturalness and personality are out of place: Yours of the 14th at hand, receipt is acknowledge of, agreeable to your communication of July 23. These instances of Grampa's whiskers showing have been pretty well eliminated from our present day letter writing.

A busy man reads his mail quickly. That mail either gives sought-for information or seeks information from him. Keep in mind that you have something very specific to say or you wouldn't be writing the letter, and since it is obvious that your letter has a purpose, don't try to hide or disguise it. State your purpose quickly. Don't waste time with "I have your letter of June 1 . . ." It is perfectly obvious you have it, or you wouldn't be answering it.

Here is an example of the unnecessary: "My dear Mr. Graham: I have been asked by the president of our company, The Gay, Glour and Glum Hardware Company of Cleveland, Ohio, to inquire as to whether you have in stock the brass candlesticks which we bought from you last year, or whether an order would have to be made up." (Apparently the letter was written on letterhead. Why all the identification? What kind of candlesticks and when were they ordered?—incomplete information.) This letter was re-written: My dear Mr. Graham: Can you duplicate our last year's (June 21) order for 3 gross of brass candlesticks (#3472 from stock? If it is necessary to manufacture the item please query me before proceeding, for time is important in this case."

And another: "If it would be to your advantage to have additional copies of this report other than those already in your office, you can obtain them by getting in touch with our Advertising Department." This was revised simply "If you need additional copies of this report, our Advertising Department will be glad to supply them."

Here is a letter taken from the file of an insurance company: "Dear Mr. Blane: Surrender of the policy is permissible only within the days attendant the grace period or compliance with the citation relevant

options accruing to the policy so we are estopped from acquiescing to a surrender prior to the policy's anniversary date. We are confident that an investigation relevant to the incorporation of this feature will substantiate that the policy is not at variance with the policies of other companies." That letter brought this reply: "Dear Sir: I have received your letter. If you will explain what you mean, I will try to do what you ask." Another recipient of this form letter wrote: "Dear Sir: I have your impertinent letter of June 7 in which you state you can't explain more clearly the things I want to know about my insurance policy. You say you have answered my questions. You may think so, but I can't make head or tail out of your explanation. I am not going to ask you to try again because I feel that you have achieved maximum confusion. Perhaps this is a matter for the state insurance department. P.S. I showed your letter to my brother who is a Ph.D. and he can't understand it either."

Here is another example of the verbiage: "We are writing to thank you for your communication advising us of your change of address as shown above, and we are glad to advise you that we have made the proper notation of same in the company records." How much more simple to say: "Thank you for sending us your new address."

Of course it is a mistake to sacrifice completeness for brevity. Your letter should be just long enough to tell its story. Remember your reader's time is too valuable to waste on unnecessary words; so make every word count—as the young man did when he was instructed to write a short note of acceptance of a scholarship granted him: "I accept the scholarship." I can virtually see the letter that will be written to the donor.

Elimination of deadwood will help make your letter easier to read and help to get the message across. Here are a few expressions and possible substitutions to consider when writing letters.

At the present time	(Now)
At a price of \$100	(At \$100)
During the course of the	(during)
In regard to	(About)
In the event that	(In case, if)
During the time that	(While)
Our check in the amount of	(Our check for)
At an early date	(soon)

We wish to thank you)
 Permit me to say) (Say it)
 Please be advised)

Just because a letter is concise doesn't mean that it need be curt. Even a collection letter can be written with proper regard for the feeling of the reader: (curt) "We must insist on immediate payment." (courteous) "We are counting on receiving your check sometime this week." Even though your letter is short, there is always room for phrases like "we are greatly pleased," "we deeply appreciate," "I'm glad," "thank you," and others.

LET YOUR PERSONALITY SHOW: DEVELOP YOUR OWN STYLE, DON'T COPY. There is an undefinable quality that can't be taught, but it can be learned. It is often the beginner, still unsure of himself, who hides behind dusty old clichés in writing, while the boss at the top projects personality, relaxed charm, and vigor. The more important a man's position, usually the less formal and stiff is his letter-writing style. There is no reason why our letters should tell a reader that we are self-centered, pompous, old-fashioned, confused, or insincere, and they won't if we forget about outdated etiquette-book rules and unnatural business English.

Remember that a letter is a personal contact and that it is the written means of representing you to the reader. Letter writing has been described as "talking face-to-face at a distance," and it can hardly reflect your own style if it is written as the rule book says it should be mothering your own personality in the process. Since your letter is doing the talking for you, it should truly represent you. This projection of yourself into your letter is something that can't be taught, but it can be learned, but you must **DO IT YOURSELF.**

We might summarize at this point by describing the art of letter writing as a do-it-yourself project to be built on reader viewpoint, a positive approach, simple and courteous presentation, and a dash of personality.

To help the project along we might add that letter writing involves format or style, typing and mechanics. You are all familiar with the various letter forms and perhaps have received letters written in the simplified form which is beginning to gain prestige. Isn't it much easier to go right into the body of the letter without having to go through the self-discussion on whether to say Dear Mr. Jones, Dear Bob,

or Dear J. C. But regardless of the style of letter you use—don't worry too much about how to start the body of the letter—dive right in and omit lengthy introductions. Make the first sentence count. It sets the tone of the entire letter. Here is one that is often used but is not particularly good: "We have received your inquiry of November 16 which we have referred to our advertising department for their action." It has been suggested that the opening sentence show your interest in the reader—the 'you' point of view.

Remember some of these closing statements? "With all best wishes for the future, I remain your ever devoted friend" is giving away to things like "So long for now," or Sincerely yours is gradually becoming Sincerely; or Best Wishes, Cordially, Regards, or almost anything you honestly feel like saying—again, the type of farewell we would use were we parting on the street.

Words sometimes trap us into saying what we don't mean. One bank changed the form of its checks and sent out a letter which closed with the following statement "Continue to use the old checks until exhausted." One client with tongue in cheek wrote back "I have used one little old check, and I'm already exhausted." How about this lack of thought: "Being marked down to half price, you will understand our position in this matter." (Do you ever mark a customer down to half price?) And at times it would appear that the queerest things find the most unusual places to rest: "This acknowledges your letter of May 10 regarding the medium-weight lawn mower, which has just been placed in our files." Or "I will await your reply in the enclosed envelope." Or "— is a lovely city of 25,000 people lying at the foot of the mountains." And we can arouse antagonism: "If you will send us a sample of your product, we will determine its practical value, if any." And then we can become downright confusing: If Joe Blick will see Art Smith and get the details, I'll talk to him later."

When words are used that are confusing, we indicate that we are careless and muddle-headed—qualities which inspire doubt rather than confidence. Still other letters contain statements not calculated to inspire respect for the writer's intelligence: "This sum will be paid you in a single amount at the time of your death, which we understand is the way you prefer." The following letter is from a collec-

tion agency: "Our recent letter addressed to you was returned marked 'deceased.' If this is true, please verify it. Then write us what your plans are for paying off the unpaid balance of \$90.70. (Wonder what the postmark would be on the reply.) And then a clothing store manager wrote to one of his irate customers: "We are sorry that your nightgown did not arrive in time. However, there surely will be other occasions when you can use it."

It doesn't matter how a letter is written, to whom it is addressed, or the reason for it, so long as the letter is written and written on time. The only letter to delay writing is the one that is written in anger. Do it tomorrow or the day after—or do it today and then file it under the desk blotter. We seldom think clearly when angry; violent and abusive letters accomplish little. One magazine editor on receiving

a letter written in anger wrote the following reply: "I am returning to you your letter of January 13. If you read it after a lapse of several days, I'm sure you will be happier that it is in your wastebasket and not in our files."

Many of us miss the chance to use letters to help make friends. Practice changes with the times. It is permissible to write and say thank you whenever you would normally tell a person thank you in conversation or in a face-to-face meeting. One man writes whenever he hears that someone he knows has been promoted, has taken a new job, graduated from school, lost someone close to him, and has as a result gained a reputation for being warm-hearted and thoughtful. These notes are written in everyday, talking English, in a style he would use in visiting with the person across the desk.

ARE YOU WRITING

“NANCY NATIONAL”LY?

The “smart” secretary is! Be a “smart” secretary!

Buy and use Nancy National stationery!

Get an extra box or two for that “special” gift!

Box of ten notes (each shows Nancy in a different pose) and ten envelopes.

If you haven't met her, buy a box and get acquainted! You'll love her!!

This is Nancy's Tenth Anniversary! Let's Celebrate!

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Lois E. Lillie, Chairman
Ways and Means, N.A.E.S.
State Department of Public Instruction
Dover, Delaware

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Crackerbarrel Comment...



EDUCATIONAL SECRETARIES
TALK IT OVER...

Pull up one of those ladder-back chairs with the red checked cushions and join me around the jet black, pot-bellied stove. We keep a warm fire going in Indiana on these bleak days in January and February—days that are splashed with rain, snow and ice. The golden oak framed candy case, over in the corner, has tray after tray of marvelously shaped and colored sweets. There are bull's eyes, watermelon slices, sour balls and hand-shaped suckers in red, yellow or green. Our crackerbarrel is near the stove with a new supply of crisp, salty crackers to "chew on." The sassafras tea's ready—care for sugar, or do you like it plain?

I am enjoying the snappy newsletters that all of the associations are sending to me and I don't want to miss an issue, so will you make an address change—to North Side Junior High School, 300 Lawrence Street, Elkhart, Indiana. One of my staff members viewed this change of address with—"Oh, fine, you have the letterheads printed, then you change jobs." Another comment was "3 blocks and a kangaroo jump to school in the morning will have its disadvantages—not long enough to hear good music, get the latest world news or the fearless weather forecasts all over the United States." But there are advantages, too. I enjoy looking out of a lovely window (occasionally), being on the first floor where instead of seeing tree-tops I can see the golf course across the street, and I am lucky enough again to be working with a congenial faculty group and having a calm, cool, "constant control" boss.

Do we allow advertising in this section? Agnes Dobronski sends this one: The Duluth Board of Education has published a handbook for educational secretaries. The purpose of the book is to give the secretaries a better understanding of the operation of the schools, and to assist them in performing their duties in an efficient manner. The book sells for \$1 and if you are interested in obtaining a copy, write to Mrs. Vivian Logan, Board of Education Building, Duluth 2, Minnesota.

Ever have to make corrections on a letter with 6 or 7 carbons after you've removed it from the typewriter? Start off by making the first correction on your bottom or last carbon. This is probably your file copy and you can practice on it with impunity. By the time you work through the successive carbons and reach the original, you'll be an "expert" and your correction will hardly show. According to Ramona Bailey, Secretary to the Superintendent of Schools in Glen Ridge, New Jersey, this is standard practice in law offices.

From Oregon Tribal Topics comes three office short-cuts (1) "Make clear, sharp carbon copies when typing with multiple carbons, but using a sheet of heavy waxed paper as a backing sheet for your carbon pack." (2) "Eliminate the painstaking spacing and make-up when renewing a spirit master for a form. Run a copy from your spirit master on the master sheet of the new carbon master unit before the old master is worn out, and then type the new master following the duplicated copy." (3) "To reopen an envelope that has just been sealed, take a round pencil or pen and roll it under the edge of the flap and across. In this way you can open the envelope without tearing it." Three OAES secretaries received prizes for these time-savers. They were Margaret DeYoung, Marie Smiley, and Helen Putnam.

This "pome" was written by Gordon Grindstaff, who also wrote "A Secretary is More than Two-Thirds," appearing in this issue. We think this should be framed in the Teachers Workroom:

Mold Your Mimeographing Morale

Do not enter this somber sanctum
With dislike, despair, or dread;
In this room are man's greatest inventions
Since Sam Stainless discovered sliced bread.

Please treat this machinery kindly,
And don't shed tears over spilled ink.
Don't forget that machines, too, have problems
(Plus advantages [or dis-] : they can't think).

So each time that you're tempted to mutter
"Holy cat's paw!" or even "My land!"
Just remember that each duplication
You may well have been writing by hand.

Now some final advice: when you're working,
Get the fullest of use from each ream;
And keep the machines and the paper
Like your teeth and your sheets—make 'em gleam!

Do you have trouble keeping pencils? I read an interesting article that said an ordinary seven-inch pencil will draw a line 35 miles long before you run out of lead. The pencil industry turns out $1\frac{1}{2}$ billion pencils a year, enough to draw a line $52\frac{1}{2}$ billion miles long or two million times around the earth. That's a sample of some of the facts and figures that the pencil people's statisticians have calculated—with a pencil, of course. There are 350 different kinds of pencils made in the United States with 19 different degrees of hardness, and come in 72 different shades and colors. There are large round ones for little children, to precise hard lead jobs used by engineers and architects. But there's one thing that statisticians haven't figured out. If there are that many pencils kicking around, why is it so many telephone conversations open with the words: "Wait a minute. Wait until I find a pencil."

Here's a tip from Velma Norman in Houston, Texas. "Every morning I dutifully sharpen pencils for my boss and laid them out in a neat row with the ERASER end toward my boss. One day I saw him turn them all around with the POINT headed in his direction. I quietly went back to my desk and tried picking pencils up first with the eraser pointed at me and then the point. Try it yourself, and it is ever so much quicker and not so awkward to pick them up with the point in your direction—just a quick flip and you are ready to write!"

The Editor does thank the contributors to this part of the magazine. One of the very pleasant tasks is to read the bulletins and newsletters published by various affiliated associations. Keep on sending the helpful ideas. Please.



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